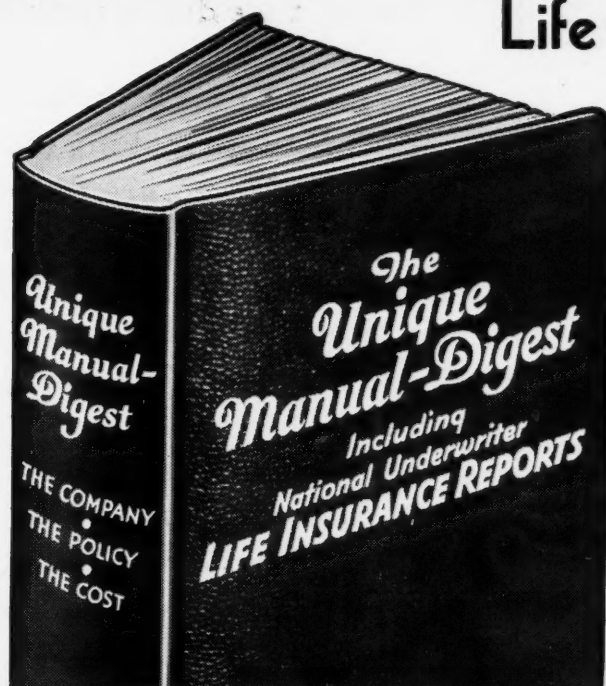


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The NATIONAL UNDERWRITER

Forty-fourth Year—No. 24

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JUNE 14, 1940

\$3.00 Year, 15 Cents a Copy

Companies Move Closer to Idea of General War Clause

Expect Subject to Be Most Important on Commissioners' Agenda

The war clause situation will undoubtedly be the subject of earnest discussion at the forthcoming meeting of the National Association of Insurance Commissioners in Hartford. There is increasing sentiment on the part of companies to apply a general war clause that would appear in all policies. The companies also devoutly desire that a standard clause be used.

The war situation has changed so markedly from last fall when the insurance commissioners at a special meeting approved a formula for the guidance of members, that some companies hope that the commissioners might at this time recommend a broader type of clause. In order to get uniformity these days, with the diverse rulings of the insurance departments, a war clause would have to be so narrowed that it would have little practical value. The attitude of the country as a whole has undergone an amazing change in recent weeks and the chances are that the attitude of the commissioners has undergone the same change.

Whether the insurance organizations will make a formal presentation to the commissioners remains to be seen. At present most of the discussion on the insurance side of the house seems to be of an informal, tentative nature.

However, there have been indications that many of the leading companies have progressed in their discussions to the point where they see eye-to-eye and an announcement may be forthcoming within a very few days. A good many of the leaders are anxious to avoid causing introduction of the clause to be a signal for the writing of a flood of business, such as that which came when announcement was made that the \$10 income disability clause would be withdrawn and when rate increase and settlement option changes were announced. The clauses may be applied without official warning.

The war developments became shocking at the time the two actuarial organizations were meeting and there was apparently unanimous sentiment on the part of actuaries for application of a general war clause.

ARKANSAS COMMISSIONER

LITTLE ROCK, ARK.—More than 50 companies have inserted war risk clauses in contracts, Commissioner Harrison said. Existing policies will not be affected by the changes.

Two companies notified Mr. Harrison 10 days after the European war was declared the new clause would be inserted.

(CONTINUED ON PAGE 8)

Texas Association Holds Annual Parley in Austin

AUSTIN—The Texas Association of Life Underwriters, which held its annual convention here,

was attended by approximately four hundred members. They followed the section meetings and the general session faithfully, indicating that they were anxious to learn from each other concerning the solution of problems of the agency and field. After calling the convention to order, R. M. White, president, relinquished the gavel to R. B. Shields, the chairman general agents and managers section.

Corpus Christi was selected for the site of the 1941 convention, and the following officers were elected for the coming year: J. B. Bauman, Pacific Mutual Life, Houston, president; H. B. Wernecke, National Life and Accident, Corpus Christi; Ross Priddy, Southland Life, Dallas; Lib Coffee, Big Spring; F. E. Simmen, Galveston, and W. G. Clayton, Amarillo, vice-presidents.

Accept New Rules

After a lively discussion the association voted to accept the changes which the members of the Leaders Round Table of Texas wished to make in their rules. These set as a minimum for qualifying for membership an earned income of \$5,000 commission received from personally produced business, seventy-five percent of this to be from first year commissions and twenty-five percent may be from renewals.

Another change set a definite date by which those seeking membership are to be certified by their general agent, manager, or company home office official. The chairman of the Leaders Round Table is to appoint an executive committee of three, the members of which must each represent separate companies, be allowed to hold office one year. No member of the executive committee is to be appointed from the same company as the chairman, and the chairman is not eligible to reelection.

The new chairman of the Leaders Round Table of Texas, elected at an executive session, is Jack Foster, Amicable Life, San Antonio.

Study of Agency Morale

M. A. Anderson, Republic National Life, Dallas; Paxton Matthews, Indianapolis Life, Dallas, and Ricks Strong, General American, Dallas, presented a study of agency morale and motivation. Mr. Anderson defined morale as the proper mental attitude and motivation as the supplying of the necessary spark which sends the producer into action. Mr. Matthews defined morale as a state of mind or point of view and said that morale and motivation are interrelated and considered morale the cause of success. Mr. Strong stressed the importance of favors. Favors, he stated, should be both granted and asked as between the manager and the agent. He said that the manager should be a good



J. B. Baumann

listener, guard against showing favoritism, and use praise. This praise, he indicated, should be both for the agent's personal consumption and for the building of prestige for the agent with the public.

Panel on "Training"

"Training" was the problem of the panel composed of F. G. Bray, New England Mutual; Dale Shepherd, Connecticut Mutual Life, and D. C. Bintliff, American National, all of Houston. Mr. Bray pointed out the difficulty in getting older men to change their habits and suggested that retraining must begin with raising the morale. Mr. Bintliff suggested that retraining in work habits must consider the man's physical fitness, mental alertness, and his educational background. Mr. Shepherd suggested that the older man be guided to helping a new man. He stated that a man can not be forced to learn, but he thought the use of advertising might be used to get him into new working habits.

The final educational feature of the convention was an address by G. F. Johnston, regional manager group insurance division Metropolitan Life, St. Louis, who, talking on "Selling as a Profession," called attention to the fact that money paid for life insurance policies keeps its value, these policies remaining at par.

Mr. Johnston pointed out that, while life insurance policies have proved the best possible buy during the period which began with the depression 10 years ago, the present records show a recent downward trend in the volume of sales despite the fact that there is now more money on deposit in banks than at any previous time. He described life insurance as doing the most complete job human ingenuity has ever been able to devise.

Do Better Selling Job

He urged that life insurance men do a better job of selling. In this connection, Mr. Johnston stated that life insurance men have been and are working toward an ideal goal, that of advising clients, indicating that when this goal has been reached life insurance men will be recognized as truly professional. He felt that there is no reason why there should not be a profession of selling.

Mr. Johnston stated that life insurance can not be sold by mail and referred to the efforts of companies to do this and cited results. "Consequently," he said, "life insurance must be sold by men in the field." He referred to the 12 rules in the code of ethics as sound as the Ten Commandments.

Men now in the insurance business are becoming specialists. These specialists, he said, are presenting group life insurance, salary savings, business insurance, and other special types which require an adequate knowledge on the part of the salesman.

Companies as Trustees

Mr. Johnston referred to the programs, which the life insurance companies have for promoting better health and the prevention of accidents, as ben-

(CONTINUED ON PAGE 10)

Van Schaick Asks Realistic Appraisal of State Control

Speaker Deplores Reticence of Insurance Business on the Issue

BOSTON — George S. Van Schaick, vice-president of New York Life, in addressing the dinner meeting of the Boston Life Underwriters Association, called upon insurance people to make a



G. S. VAN SCHAICK

realistic appraisal of insurance supervision and to use their influence to bring about strong supervision, no matter what the administrative agency shall be. He said there is a reluctance on the part of insurance to discuss the question of supervision and this attitude he deplored. Intelligent insurance people should really deplore lack of uniformity, lack of force and lack of intelligence in supervision.

Mr. Van Schaick, who was formerly New York insurance superintendent, observed that the question of a possible issue between state supervision and federal or state supervision coordinated through a federal instrumentality is not primarily one to be decided by those to be supervised. Nevertheless insurance people should be much concerned that supervision should be strong, simple, effective, fair and uniform.

Cites Weaknesses Today

There are brilliant pages in the history of state supervision. The question of whether state supervision as such shall survive depends on how effectively it shall continue to function, he said. Nobody can deny that it has weaknesses. The machinery for coordination of the

(CONTINUED ON PAGE 9)

Caminetti Moves Against Chapter 9 Companies in Cal.

**Calls Officer of Assessment Outfits on Carpet—
Probes Big Salaries**

LOS ANGELES—Hearing upon application of National Guaranty Life of Los Angeles for renewal of its California license was commenced in Los Angeles Wednesday by Commissioner Caminetti. The commissioner intends to hold similar hearings prior to June 30 on license renewals of all of the so-called chapter 9 companies, which write life and disability on the stipulated premium plan with provision for assessment. There are 21 such companies in California.

Mr. Caminetti recently received from the attorney-general an opinion that the commissioner has power to cite the officers of these companies to give testimony concerning their functions and duties, salaries and expenses paid in order to determine what effect the payment of excessive or unreasonable salaries or expenses might have upon the growth, development, security and assurance of continued solvency of the companies.

Battery of Experts

Eugene Fay, chief assistant commissioner, assisted by Donald Luckham, administrative assistant in the Los Angeles office, Prof. A. H. Mowbray, chief of the bureau of actuarial references, and S. Gundelfinger, chief of the bureau of statement analysis, are presenting the results of the examination of the annual statement of National Guaranty and opportunity is to be given the company to show compliance with the laws relating to this class of carrier, particularly that the business and affairs of the company are being conducted in the mutual interest of the members; that salaries paid to executive officers are reasonable; that the expenses of operating the company are not excessive; that the funds are being properly handled and are not being dissipated; and that no person, actually or in effect, has a proprietary interest in the company except equally with all other members.

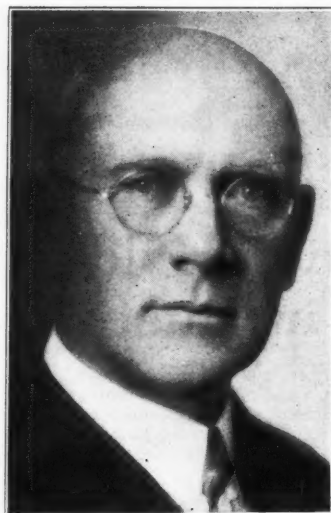
Next hearings scheduled are on the application of Physicians of San Francisco June 17 in San Francisco; and June 24 on California Mutual Life, Mt. Moriah Life, Equitable of California, and Inter-Coast Hospital Association.

Attorney-General's Opinion

Mr. Caminetti, in requesting the opinion of the attorney-general, stated that he has discovered that salaries are being paid to officers of some of the chapter 9 companies "which, on the surface at least, appear to be unreasonable, at times atrociously high" and in some companies expense ratios seem to be out of all reasonable proportion to the business done. He stated that he desired to refuse to renew licenses of some of the companies and he asked the attorney-general to outline his authority. He asked, for instance, whether he could refuse to renew a license until excessive portions of salaries had been refunded.

Mr. Caminetti asked whether evidence of proxy control by a person receiving a salary and profiting from such control would justify refusal to renew license; whether he could take a negative position if the salary received by an officer is as great or greater than that paid by companies many times larger; if proxy control is exercised by a person receiving commissions under an exclusive agency contract; if the

**E. E. Reid Heads Life
Institute of Canada**



E. E. REID

TORONTO—At the annual meeting of the Life Insurance Institute of Canada here E. E. Reid, vice-president and general manager London Life, was elected president, succeeding J. D. Williamson, Canada Life.

Other officers are: First vice-president, N. J. Lander, Continental Life; second vice-president, G. W. Bourke, Sun Life; secretary-treasurer, T. M. Sargent, North American Life.

Council members are: C. Elvins, Imperial Life; W. A. Anderson, North American Life; G. C. Cumming, Monarch Life; E. B. H. Shaver, Commercial Life; A. F. Muth, Industrial Life; J. L. McLachlin, Confederation Life; H. B. Wickes, Montreal Life; H. Schaus, Dominion Life; C. P. Muckle, Excelsior Life; A. E. Loadman, Great-West Life; G. V. Brady, Metropolitan Life; G. L. Holmes, Manufacturers Life; G. W. Geddes, Northern Life; M. W. McCutcheon, National Life; F. W. Hill, Crown Life.

President Williamson reported that membership is holding up remarkably well despite war conditions. The educational courses have been broadened and last year 821 candidates participated in examinations.

commissions are out of proportion to services rendered.

The attorney-general expressed the opinion that the commissioner has the power to conduct a general investigation and hearing to determine proper limitations as to salaries and expense ratios and to determine what effect excessive payments may have upon the growth and solvency of these concerns. In lieu of conducting a general investigation, however, the commissioner might cite the executive officers of the individual insurers so as to more definitely establish a basis for action in any particular case. The attorney-general said the commissioner has discretion to proceed in any manner he deems advisable to bring about a correction of any unlawful practices and practices that the commissioner deems to be hazardous to policyholders and to the public.

The attorney-general pointed out that the law especially declares that no person shall have a proprietary interest in these companies except equally with all other members.

G. Harold Moore Celebration

Vice-President Stephen Ireland, State Mutual Life, attended a celebration of the fourth anniversary of G. Harold Moore, Pittsburgh general agent. The agency has made marked progress. Following the business session, Mr. Moore entertained the agency group at his home with Mr. Ireland as guest of honor.

Life Insurance Terminology is Atrocious: Huebner

Classing accident and health insurance with life insurance as protecting human life values, as opposed to property insurance, Dr. S. S. Huebner of the University of Pennsylvania, president American College of Life Underwriters, told the National Accident & Health Association at its meeting in Columbus, O., that accident and health should be carried along with life insurance in order to provide a complete insurance program.

He pointed out that life insurance in one sense may be regarded as property insurance, as well as protecting life values, since it protects the policyholder's property against loss by reason of death. That loss, in the middle classes, usually runs about 25 percent, he said. For about 96 percent of the people, however, protection of the life value is the important thing.

Policy Is "Life Will"

Life values should be appraised, just as property is. They ought to be bonded and conserved against premature loss, just as much as a man's material possessions. The life insurance policy may be regarded as a last will and testament in connection with these life values.

Dr. Huebner severely criticized life insurance terminology, which he characterized as "positively atrocious." For example, those to whom the proceeds of the life policy are paid are referred to as beneficiaries. That implies that they benefit by reason of it. As a matter of fact, they get nothing they don't have today, he said, and in many cases do not have as much. He said they should be described as heirs under a life will. Other terms he criticized were "policy," which he said has a gambling connotation; "premium," for which he would substitute "deposit"; "legal reserve," which he would describe as a savings fund, and "whole life," really a long term endowment at age 96.

Raps "Pure Protection Idea"

He was especially vigorous in his criticism of the "pure protection" idea. Life insurance doesn't "protect" against the death of the husband and father. It guarantees to the widow a decent investment and saving estate—a decent income. He gave a blackboard demonstration of how the combination of decreasing term insurance and investment account works out at different stages.

He emphasized the necessity for life and health conservation work. "If we don't do it," he said, "we're kicking the door wide open for the government."

He took a very optimistic view of the future of life insurance, stating that the possibility of further inflation is really the only hazard that it faces.

Hartford College Plans for Insurance Library

HARTFORD—Plans to make the library of the Hartford College of Law & Insurance a world-center for insurance knowledge were revealed by G. W. Lillard, the librarian, at the annual convention of the Special Libraries Association in Indianapolis.

"It is our purpose, with your help, to assemble in our library copies of all the insurance material that has been printed, either in book or pamphlet form, and thus make available to the students of insurance a reservoir in which may be found anything pertaining to the subject," said Mr. Lillard.

Mr. Lillard stated that since many of the insurance executives who lecture at the school never have time to put in book or pamphlet form the valuable information imparted on these occasions, the school has installed a system of recording not only the matter discussed by the teachers and lecturers, but also the questions of the students.

Established Men of N. Y. Life Average Better Than \$3,100

**Probably More Typical of
Business Generally Than
SEC Figures**

NEW YORK—In view of the widely publicized material which the Securities & Exchange Commission employed to show the TNEC how little the average life agent earns a study recently made by the New York Life at the direction of L. Seton Lindsay, agency vice-president, is of particular interest. The survey may be a more accurate guide to what agents actually earn than most figures reported to the SEC on agents' earnings, since the New York Life's agency contract keeps the undeterminable factor of business placed with outside companies to a minimum.

New York Life's study disclosed that the company last year paid an average of more than \$3,100 to its "Nylc" qualifiers—agents having at least two years' service and paying for a minimum of \$50,000 a year but excluding the senior Nylc group, who receive retirement income under the Nylc plan and many of whom are retired or semi-retired. However, even including the new men and the senior Nylcs, the average income for all agents was more than \$1,400 last year.

No Outside Business

Because New York Life does not take business except from its own agents its figures on agents' earnings probably come closer than those of most other companies to showing what the average life agent actually earns, since the New York Life figures are not subject to the distorting effect of including licenses held by general brokers and by surplus writers of other companies, which would tend to pull down the average.

Furthermore, because the New York Life agency contract definitely obligates the agent to give the company first chance at his business and because the Nylc retirement plan makes it very much to his financial interest to place cases with his own rather than another company, little allowance need be made for commissions received from other companies.

Allowance for Extra Income

If due allowance could be made for the undeterminable amount of income which agents earn outside their own company—not only on life insurance but on accident and health, fire, and automobile business—the average earnings for agents of all well-managed companies would show up a great deal better than they did in the SEC figures, an improvement which would be still greater if only the established agents were considered, the "apprentice" agents and those in retirement or semi-retirement not being averaged in and thereby lowering the over-all average.

New Commissioner Named by Georgia Governor

Downing Musgrove of Homerville has been appointed by Governor Rivers as comptroller general and ex officio insurance commissioner of Georgia to fill the vacancy caused by the recent death of W. B. Harrison. Mr. Musgrove is 29 years of age and has served as the governor's executive secretary for the past four years. His first act was to continue as deputy commissioner Ransom Wright, son of the late Comptroller General W. A. Wright.

Outline Card for General Agents Philadelphia Rally

Playlet, Quiz Hour, Holcombe Talk Scheduled —Women to Hear McLain

A playlet, "The Trial of John Q. Agent," a quiz panel composed of prominent managers, and a talk by John Marshall Holcombe, Jr., will form the major part of the annual meeting of the General Agents & Managers Section of the National Association of Life Underwriters in Philadelphia Sept. 24 as a part of the National association convention.

The skit written, staged and acted by members of the Philadelphia association will open the meeting.

Mr. Holcombe, manager of the Sales Research Bureau, will sum up the play, comment on the case and analyze the deficiencies exposed by the trial in the light of the general agent.

Quiz Idea Is Adopted

"Answer Please" is the title of the quiz panel that will open the afternoon session. Six successful general agents will have a series of questions directed at them dealing with managerial problems.

The members of the panel include: William A. Arnold, 2nd, Penn Mutual, Harrisburg, Pa.; Lynn S. Broadus, Guardian Life, Chicago; H. Kenneth Cassidy, Pacific Mutual, San Francisco; Wilbur W. Hartshorn, Metropolitan, Hartford; E. Thomas Proctor, Northwestern Mutual, Nashville, and R. Barney Shields, Great National, Dallas. Manuel Camps, John Hancock, New York, will act as interrogator for the panel.

Questions to be submitted will be based upon hundreds of answers to questionnaires sent to all parts of the country, from cards to be distributed at the morning session, and through direct questions from the floor.

John A. Witherspoon, John Hancock, Nashville, will be chairman of the morning session, assisted by K. E. Williamson, Massachusetts Mutual, Peoria, Ill. The members will be greeted by Millard R. Orr, Massachusetts Mutual, chairman of the Philadelphia general agents' and managers' group.

McLain To Address Women

James A. McLain, president Guardian Life, will be the featured speaker at the banquet of the Women's Quarter Million Dollar Round Table Sept. 23. Thirteen have now qualified for the round table.

A full "Women's Day" program for the Philadelphia convention has been prepared. The opening feature will be a panel of consumers who will discuss "Why Women Buy." Miss Beatrice Jones, Equitable Society, New York, will be in the chair and the panel will be headed by Mrs. Chase G. Woodhouse, director of the Institute of Women's Professional Relations, New London, Conn. In addition, the panel will be composed of women noted in advertising, investment, department store merchandising, etc., and the session will be concluded with an open forum.

The afternoon program will consist of talks by 10 successful women producers, on "The Best Plan I Have Found to Increase My Income." It will close with a debate in which two selected teams of women agents will discuss "Life Insurance—A Career or a Living."

Consultant service will be available throughout the course of the convention. This will be composed of a group of ex-

Dividend Decrease Seen in the Offing for Next Year

NEW YORK—Some of the far seeing life company executives realize that it will be dangerous for mutual companies to strain themselves too long to keep up even their present dividend record. They appreciate the fact that they are confronted with serious investment problems. It is essential that the legal rate of interest be obtained. The companies find it necessary to carry more cash on hand than usual to meet any emergency. Then they purchase low yielding securities, many of which are below the legal rate in order to strengthen their liquidity. Perforce they must depend on their older securities that still yield a higher rate to help fill the gap. Yet as time goes on these older securities mature and it is impossible to purchase new ones of the same desirability.

Confronted, therefore, with a condition over which they have no control, companies conclude that their profits will be less and hence they must prepare for lessened net income. It would not be surprising, therefore, to see next year some companies announce a reduction in dividends. Some executives declare that it will be impossible to continue making the grade on the present basis.

perienced women agents who will consult with registrants on business problems of all types, and who will develop the possibility for advanced work among women.

M. E. Bray, Newark manager of the Guardian Life, has increased his office space in the National Newark Banking building.

Colorado Commissioner Talked to Medical Men

Dr. J. M. Livingston, medical director Mutual Life of Waterloo, Ont., becomes the program chairman for the Medical Section of the American Life Convention for next year's meeting.



L. J. Kavanaugh

At one of the sessions at Colorado Springs, Insurance Commissioner L. J. Kavanaugh of Colorado was present and made a few remarks. He was introduced by Col. C. B. Robbins, American Life Convention manager. Dr. Bender, medical director of the Guardian Life, and his associate officials who were present, gave a party preceding the dinner dance. He was chairman of the section.

Cashiers Association May Move

SAN FRANCISCO — Life agency cashiers associations in Memphis and Milwaukee were voted into active membership in the Life Agency Cashiers Association of the United States and Canada at the June meeting of the directors here. A. F. White is president of the national association. Addition of these two groups brings membership to 16.

It is reported that keen interest exists on the part of member associations over the question of locale of national headquarters for the coming year. This will be determined before the end of the present month with indications that affairs of the national association will be administered by either Omaha or Philadelphia, these local groups being leaders in the contest.

Florida Agents Challenge System of Travelers Group

Fire-Casualty Producers Make Issue of Branch Office Operations

The dispute between the Florida Insurance Agents Association and Travelers involving the branch office issue, has resulted in the executive board of the agents' association adopting a resolution declaring that all members of the Travelers group are operating in violation of the principles of the American agency system.

The issue was brought before the directors of the Florida state association by the Jacksonville Insurors Association on March 19. The argument was that the services that are furnished life insurance agents of Travelers in connection with their fire and casualty writings, constitute an unfair discrimination in favor of such agents as compared to fire and casualty agents operating their offices and paying for all items of expense.

The directors of the Florida state association adopted a resolution March 21 declaring the operation of the Jacksonville branch of Travelers in violation of the principles of the agency system. Travelers was informed of this action and was requested to have representatives at the meeting of the directors in Palm Beach April 11. Several Travelers executives then called upon O. M. Stallings of Tampa who was then president of the Florida state association. They stated that no change would be made in the operation of the branch insofar as casualty business was concerned and that Travelers would not have a representative present at the directors' meeting April 11. The Travelers executives who called upon Mr. Stallings are James A. Hall, assistant agency secretary; M. T. Wilson, superintendent of agents of Travelers Fire; F. W. Holly, Florida manager of Travelers Fire.

Referred to Membership

The directors at their meeting April 11 reaffirmed their resolution and decided that the matter should be referred to the general membership of the Florida state association at the convention the next day.

The membership adopted a resolution instructing the directors "to seek correction of the situation in an amicable manner through conference with representatives of the Travelers companies." Failing to bring about a change in this manner, the membership in the resolution instructed the directors to declare the Travelers to be in violation of the principles of the agency system.

At a meeting of the directors in Jacksonville May 30, Travelers was represented by Messrs. Hall, Holly and E. J. Gallagher, casualty manager at Jacksonville. The Travelers executives stated that while their company would consent to modify the operations of the branch as it affected the fire insurance business, they would not eliminate the operations in respect to the casualty business because it was the established method of the Travelers companies in production of casualty business through their branch office life insurance agents.

Thereupon the directors again adopted a resolution, citing the Travelers, and made public the entire issue.

The Jacksonville Insurors Association brought the issue to a head March 11 when it adopted an amendment to its

(CONTINUED ON PAGE 22)

FRIEND IN THE BUSINESS

One of our veteran underwriters tells us that many years ago he wrote a \$1,000 policy on the life of a close friend he had long known. The friend was the head of his family, supporting his mother and three others. He had the needs, and he had the means, for he got along well in business, but the underwriter never wrote him another policy.

The friend died. "I went to the funeral, and when all the other folks had gone, I said to the mother, 'I have some insurance papers here, and I'll help you to fill them out.' She asked me how much the insurance was for, and I told her \$1,000. She looked at me for a moment and said, 'Michael, is that all the insurance you had Bob take?'"

"I have never forgotten that incident. She placed the entire responsibility on me, and rightfully so, because I had neglected her son and his insurance needs. No doubt when he had been solicited by agents of other companies he had told them he had a friend in the business and if he took any additional insurance he would take it from me."

The moral he offers is this: "Are you your friend's 'friend in the business,'—or are you his excuse?"

✦ ✦ ✦

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

War Problems Are Reviewed by Earle

Canadian Life Company Men Hold Annual Gathering in Montreal

The Canadian Life Insurance Officers Association at its annual meeting in Montreal, in addition to electing N. J. Lander, managing director Continental Life of Toronto, as president, named G. W. Bourke, actuary Sun Life of Montreal, as first vice-president; J. G. Parker, general manager and actuary Imperial Life of Toronto, second vice-president, and H. W. Manning, general manager Great-West Life of Winnipeg, honorary treasurer. A. P. Earle, president Montreal Life of Montreal, is immediate past president.

Bruce R. Power, of Toronto will succeed C. A. Naylor as secretary and actuary. Mr. Naylor was associated with the London Life until he became secretary and actuary of the association in April, 1938. Following a successful period of service he is returning to the London Life to assume increased responsibilities in its actuarial department as supervisor of the policy contract division.

Mr. Power is a native of Toronto who graduated from the University of Toronto in 1930 with first-class honors in mathematics and has since been associated with the Dominion of Canada General of Toronto where he is presently assistant actuary in the life department. He is a Fellow of the Actuarial Society of America and of the American Institute of Actuaries.

The war brought many problems to Canadian life companies, the first and foremost being the necessity of a war clause in new contracts, Mr. Earle said in his annual address. It was decided that while war restrictions were necessary, they should be fair and equitable, consistent with safety. The reasonableness of the conditions which were adopted is attested to by the large number of soldiers who applied for life insurance after enlisting for overseas service, Mr. Earle pointed out. A distinct advantage to a soldier taking life insurance before going overseas lies in the fact that six months after his return to Canada his insurance will become fully effective irrespective of physical condition at that time. Unfortunately, there is cause to believe that many will return in such condition as to preclude them from obtaining life insurance, Mr. Earle pointed out.

The Canadian Life Officers Association has pledged its full support to the government in financing the war. Canadian companies' subscription in the first

Premium Extension Case Won by the Company

The Kansas City court of appeals had a case, Gibson vs. Kansas City Life, involving premium extension. An action was brought by the beneficiary to recover under the policy and at the close of all the evidence the court made declarations of law and findings of fact in favor of the defendant. The plaintiff presented its case for review under a great number of claims of error which the reviewing court deemed to be without merit. The insured had defaulted on the due date of a premium three times in a row and had procured a premium extension each time by giving a note therefore in accordance with the policy provisions which permitted such a practice so long as the cash surrender or loan value was not exhausted. The court decided that the giving of the note operated as an extension of time for the payment of the past due debt and not as an extinguishment thereof and that all the plaintiff's claims of error were based on an erroneous assumption, viz., that each note was a part of the original policy contract and given and accepted in substitution of the payment of a year's premium. Hence the plaintiff's claims of error were unavailing, the higher court said.

dominion war loan aggregated a large amount. The association feels that policyholders desire their companies to invest in war loans to the limit of their financial abilities. "Even if this should result in a slight lowering of the average rate of interest earned on investments, that will be of minor importance compared with the major issues involved in the present titanic struggle," Mr. Earle stated.

In explaining the foreign exchange control plan Mr. Earle said that the control board has endeavored to maintain the normal conduct of Canadian commerce and industry with as little disturbance as possible. Special regulation permits Canadian companies to carry on their business inside or outside of Canada in a normal manner. They are thus in the same position to conduct their business in the United States, for example, as the United States companies. The United States companies transacting business in Canada have their own special problems. Their business within Canada must be treated as resident business, as no funds may be withdrawn from Canada which belong to the Canadian branch except with the approval of the control board. The board has given every consideration to special problems of the life companies, Mr. Earle stated.

In commenting on the conscription of wealth in England, Mr. Earle said that it has caused some fear of similar ac-

Statement Is Filed for 137 Companies

American Life Convention Presentation Will Go to Authorities for Review

The American Life Convention in submitting its statement regarding the TNEC investigation to be incorporated in the records decided not to appear as an organization inasmuch as 17 member companies were opposed to any statement being made. Therefore, the statement was issued on behalf of all but the 17 objecting companies, or 137. Those that protested against any official action being taken took the ground that well enough should be left alone and that there should be no attempt to try to stir up the water. However, the executive committee seemingly felt that inasmuch as Chairman O'Mahoney had declared that companies were welcome to file the statement it would be misinterpreted if such action were not taken.

It is interesting to note that Chairman O'Mahoney said that the life insurance industry as well as other lines will have a chance to be heard later on, probably in November or December. Chairman O'Mahoney feels that already the life insurance business has profited by the investigation.

tion in Canada. However, he pointed out that the conscription does not mean confiscation and the British government has no intention of seizing the wealth of individuals. They will not be deprived of their savings, their property or their income. Individuals and companies are permitted to carry on as usual in an endeavor to make money. Although the Canadian government has been given very wide powers, there will be no effort to deprive producers of their ability to earn money nor to deprive security holders of interest on their bonds, dividends or stock. This in turn would deprive the government of its ability to raise money through taxation.

Superintendent Lafrance of Quebec urged companies to raise the standard of efficiency within the agency ranks. "Each agent should not only be a useful influence in business, but he must be measured by the extent of his service to the community at large." In licensing agents close cooperation between the company and the insurance department is needed, he said.

Accident and health sales up 20 percent. Get on bandwagon. Send \$1 for six months' subscription to Accident & Health Review, 175 W. Jackson Blvd., Chicago.

Offers Retirement Plan for Agents

Bankers of Nebraska to Match 5 Percent Contributions of Producers

President H. S. Wilson of Bankers Life of Nebraska, at the annual agency convention at Excelsior Springs, Mo., announced that a retirement income plan is being instituted for the benefit of agents.

Under the plan there will be a monthly contribution on the part of the agent, of 5 percent of his gross income. This will be set aside in a special fund. Bankers Life will deposit in the fund an amount equal to that deposited by the agent and the whole amount will accumulate from year to year at the rate of interest declared by the company for funds held for policyholders and beneficiaries. Those eligible to participate are agents and general agents whose gross incomes during the calendar year previous to application or participation, exceeds \$2,500. Bankers Life believes that this is a reasonable qualification to be expected of the man who intends to make a career in the business. The plan is voluntary so far as the agent is concerned.

Tax Provision Included

There is a proviso for reduction of the amount of contribution made by both agent and company in the event the company is required to withhold any part of the agent's income by application of state or federal taxes such as for social security. In any event the company's contribution will equal that of the agent.

When the participating agent reaches age 65, the amount standing to his credit will be used to purchase an annuity on any plan then issued by the company. The agent, however, may elect to retire at any time after reaching age 55, and the sum outstanding at that time will be used to determine the annuity to be purchased. In the event of death of the participant prior to reaching age 65, the entire fund including contributions of the deceased and the company, will be paid to the beneficiary. Latitude is granted the company in disbursing the funds, in the event of disability of the agent thereby making available larger amounts which might be desirable due to the circumstances surrounding disability.

To Use as Supplement

"We present this plan," Mr. Wilson declared, "not as a complete answer to financial independence at age 65, but as a means whereby you may supplement whatever provisions you are already making, or have made, to provide an income at a time when your efficiency may have been reduced by life's toll of years."

Mr. Wilson said the management believes the plan is simple and is capable of doing the job which it is designed to do. Although Bankers Life is not the first company to provide a retirement income plan for its agents, it is, he remarked, one of the early pioneers.

Fifty in Attendance

About 50 leading producers and general agents attended the convention.

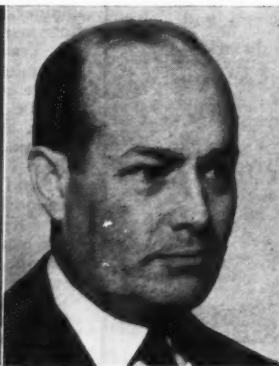
C. H. Heyl, director of agencies, was in charge. Speakers included Mr. Wilson, L. E. Corp, manager issuance department; H. J. Simons, underwriter; J. H. Ames, associate actuary; C. Petrus Peterson, general counsel, and S. G. Dickinson of the home office.

The United Fidelity Life of Dallas is planning to celebrate its 20th birthday in December with an agency convention. It will be the first general agency meeting in several years. Dates for the meeting and the celebration have been set for Dec. 6-7.

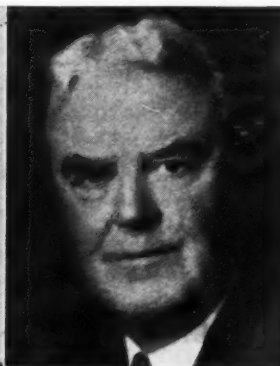
NORTHWESTERN NATIONAL'S NEW DIRECTORS



DANIEL F. BULL



G. NELSON DAYTON



L. E. WAKEFIELD



VALENTINE WURTELE

Three new directors—D. F. Bull, L. E. Wakefield, and Valentine Wurtele—have been elected to the board of Northwestern National Life. With the

addition of the three and G. N. Dayton, president of the Dayton Company, who was elected a year ago, the traditional nine-man board is expanded to 13. Bull

is president of Cream of Wheat Corp. Wakefield president of First National Bank and Wurtele president Minnesota Linseed Oil Co.

Frank Interview Had with O'Mahoney on TNEC Probe

Wyomng Senator En-deavors to Clear Up Some Misunderstanding

PHILADELPHIA—"You can be of great service if you will make it plain in no uncertain terms that neither the Temporary National Economic Committee nor the government has the slightest intention of taking over the assets of the insurance companies."

This statement was made to your representative by Senator J. C. O'Mahoney, chairman of the TNEC, in a long and frank discussion of the aims of his committee; a talk in which only part of the answer of one question was off the record.

While he did not say so in so many words, one gathered the impression from his conversation that if the national defense emergency continued for six months or a year, the TNEC investigation would be forgotten entirely in the greater task of rearming the nation against possible invasion or war.

Perturbed by Publicity

Senator O'Mahoney was quite frank in admitting that the publicity given his committee had quite perturbed him. He felt that writers of many of the articles had been jumping to unwarranted conclusions in asserting that (a) the TNEC planned to recommend federal regulation of insurance and (b) that the government planned to take over the assets of the companies.

He made it plain from the very beginning that there would be no recommendations from the committee or anyone else for federal regulation or control and that taking over of the assets was the farthest thing from the mind of the committee.

In reply to questions put to him the senator said that he had received the report of the American Life Convention, that the report was still lying on his desk unread, that its receipt had been acknowledged, but that the appropriations bill was far more vital to the nation and that until that was out of the way, the ALC report would remain unread.

He said, too, that the national defense program also had made uncertain when the SEC report on insurance would be forthcoming as well as the report of the TNEC.

No Bone to Pick

However, Senator O'Mahoney made it plain that the TNEC had no bone to pick with insurance companies; that the investigation was not aimed at the insurance business; that it was not an attempt to seek an argument or arguments for the government to take over the business and the billions of dollars in assets.

(CONTINUED ON PAGE 22)

Alabama State Meeting

MOBILE, ALA.—Plans for the Alabama meeting and sales congress of the Alabama Association of Life Underwriters, to be held here on June 22, will be perfected at a meeting of the Mobile organization on June 16. H. J. Baum of Birmingham, state president and other state officers, will attend.

Fewer Agents in Nebraska

Some 21,000 insurance agents were licensed in Nebraska as of June 1, which was about 4,000 less than the number licensed at the same time last year.

About 10 years ago there were 35,000 licensees.

County Life's Production Contest

The Country Life of Illinois is holding a production contest which started Jan. 1, ending Aug. 1. Quotas have been established for all general agents

and special agents operating in Illinois and those who qualify will be invited to Chicago as guests of the company Aug. 16-17. All general agents must produce 75 percent of the annual 1940 quota during this period and special agents must produce 100 percent to qualify. A banquet will be held for the qualifiers at

the Knickerbocker Hotel, Chicago, Aug. 16. Preceding the banquet the agents will attend a ball game at Wrigley Field, the home of the Cubs. An all-day lake cruise on the S. S. Roosevelt has been arranged for Aug. 17. The contest has progressed very satisfactorily and over 100 qualifiers are expected.

Facts . . .

AGE — SIZE

Chartered in 1905, the Midland Mutual Life is older than any one of 83% of all United States life companies and has more assets than any one of 86%.

SERVICE

Free health examinations for policyowners.
Every policyowner participates in earnings.
All modern forms of life and annuities available.

MORTALITY

The Midland Mutual has always experienced an unusually low mortality, averaging 40.2% of the expected death losses over the past thirty-four years, or about 30% less than the average for all companies. Since policyowners' dividends are now largely derived from mortality savings, because of the present lower interest earnings, this is a very important item.

DIVIDENDS

Dividends are paid at the end of the first year, on annual premiums, and during disability and on paid-up policy additions.

COMPARATIVE FIGURES, 1939

Of the more than 400 legal reserve United States life insurance companies, those having \$100,000,000 or more of ordinary insurance in force are 72 in number. These 72 companies, of which the Midland Mutual is one, hold 95% of all the legal reserve life insurance in force in United States companies. Note the following comparisons:

	Average 72 Companies	MIDLAND MUTUAL
Assets to each \$100 Liabilities	\$105.82	\$108.90
Surplus to each \$1,000 Insurance in Force	\$16.53	\$21.86
Per Cent of Income over Disbursement	25.70%	33.37%
20 Year Average Dividend per \$1,000 OWL Age 35	\$5.13	\$5.56

The **MIDLAND MUTUAL LIFE**
Insurance Company
COLUMBUS • • OHIO

Sons Tell Fathers Their Impressions

**Managers Association
Members at Los Angeles
Listen to Voice of Youth**

LOS ANGELES — General agents and managers for the second successive year, were told by "sonny boy" what the latter thinks about the business in which he "is following in father's footsteps" at the regular meeting of the Life Insurance Managers Association.

Fred C. Hathaway, Jr., son of Manager F. C. Hathaway of the Mutual Life of New York was in charge of the program, and was the final speaker. The program ran thus:

Brokers Classified

C. G. Shepard, son of W. T. Shepard, general agent Lincoln National Life, led off with a talk on "The Independent Producer." He said that the brokerage department of an agency is faced, like the agency, with the problem of bringing suitable men into the business. He divided the brokers into two groups, one made up of the "original life insurance salesman who has gone wrong" who does not cause any worry because he is a source of good business. The other class is the problem. It takes two or three interviews to classify a broker as desirable or not. The undesirable broker is a detriment to the business as a whole. The desirable broker is interested in rendering complete service to his clients. It is to the extension of knowledge on the part of the broker that the brokerage department must start the broker off in the right direction. There must be a more deliberate weeding out and more training for those finally selected.

Kellogg Van Kinkle, Jr., Minnesota Mutual Life, son of Agency Director Kellogg Van Winkle of the Equitable of New York, spoke on "Organized Selling." He was committed to the idea of organization in the selling by agents, and used the plans of his company to illustrate his talk.

W. M. Hammond, Jr., Spoke

W. M. Hammond, Jr., son of W. M. Hammond, Sr., general agent of the Aetna Life, spoke on "Silence is Golden." He said that the matter of being able to keep silent during a sales interview is of the utmost importance. It is only natural that a man likes to talk about himself, his ambitions, his desires and his plans for himself and his family. "The more we develop the art of being good listeners, the more prospects will tell us about themselves," he added. "As he talks we are able to get a mental picture of our prospect. When we see him again we will be prepared to give him just what he has asked for."

E. B. Roberts, son of Roy Ray Roberts, general agent State Mutual Life, had "Successive Beneficiaries" for his topic and said it was nothing more than a new name for programming; that programming is only a method of selling, and that he is in agreement with anything that works. He insisted that insurance is on a parity with drawing a will and the insurance should follow the same lines as the will. The purpose of the will or the insurance is to distribute the property to the persons who are wanted to get it and proper will or proper insurance will distribute it to the persons named without getting off the track.

Chairman Hathaway, the closing speaker, talked on "Programming vs. Human Interest in Selling Insurance." He said that he did not hold a brief against programming, but did hold a brief against the over emphasis of programming especially for the training of new men. "I believe that in 99 cases out of 100 the selling is done through the play on the emotions rather than on the mind," he said. Then is it not

Named President



HAROLD J. CUMMINGS

Harold J. Cummings, vice-president Minnesota Mutual Life, is the new president of the National Federation of Sales Executives which held its annual convention in Milwaukee.

Group Production Hits New High in Equitable Society

The greatest three months in group insurance production in the history of Equitable Society ended May 31, according to T. I. Parkinson, president. At a meeting in the home office he stated that writings of all group coverages in March, April, and May totaled approximately \$143,000,000, exceeding the aggregate in the same months of 1939, the best previous year, by more than \$48,000,000. A total of 572 applications for all forms of group protection likewise established a new all-time high numerical record for a similar period.

This meeting was held to signalize the beginning of the 30th year of group protection and to honor W. J. Graham, vice-president, whose 30th year with Equitable began earlier in 1940. Group insurance for the protection of employees in business and industry was introduced by Equitable in June, 1911, and Mr. Graham from that beginning has taken a leading part in its development.

To commemorate the two anniversaries, Equitable agents throughout the country voluntarily endeavored to surpass by 30 percent the amount of group life insurance, the oldest form of group protection, written from March 1 to May 31, 1939; also to exceed by the same percentage the combined writings in the same period last year for other group coverages, group accident and health, accidental death and dismemberment, hospitalization insurance and group annuities, as well as staff insurance, a form of individual protection available on a monthly premium basis to units of employees.

The agents' effort was conducted by the Group Millionaires Club, an organization of 174 Equitable representatives each of whom has written \$1,000,000 or more of group protection in a calendar year, under the direction of its president, J. B. Glasser of Chicago. In presenting to Mr. Graham a simulated "check" for \$143,359,212, constituting the total production in all coverages, Mr. Glasser announced that both objectives had been greatly exceeded.

a mistake to educate the new man in the business to sell entirely by programming before he has learned the ways of firing the emotions of his prospect. It is the original ideas built around the personality of a person fired with the enthusiasm of his product that sells life insurance.

Clay D. Smith Heads N. D. Federation

DEVIL'S LAKE, N. D.—Clay D. Smith of the Baker Insurance Agency, who has been president of the Insurance Agents Association of Fargo, was elected president of the Insurance Federation of North Dakota at the annual meeting here Tuesday. About 100 attended the gathering. H. W. Montgomery of the Minot Insurance Agency of Minot is the retiring president. O. J. Trimble of the Trimble agency, Devil's Lake, was reelected secretary-treasurer.

The new executive committee consists of Harold E. Boe of Grand Forks; Mr. Montgomery, F. W. Newberry of Jamestown; H. C. Brunswold of Fargo; W. A. Hart of Bismarck and Mr. Trimble.

R. E. Vernor, head of the fire prevention department of the Western Actuarial Bureau, Chicago, was the featured speaker at the banquet which was attended by a number of policyholders as well as insurance practitioners. Mr. Vernor gave an inspirational talk.

At the business session the speakers included R. D. Voss of Omaha, manager of the Stock Company Association; Commissioner Erickson of North Dakota; W. M. Creer of Minneapolis, manager American Surety, and Otto Vold, manager of the North Dakota state fire and tornado fund.

Prospect Keeps Promise to Call in Twenty Years

A. R. Massa of Connecticut Mutual, Cincinnati, recently had a unique "believe it or not" experience. Eighteen years ago Mr. Massa was given the name of a prospect by a friend. He found the prospect in a chair with his legs bandaged and who indicated he had rheumatism. Mr. Massa said he was sorry that he had arrived too late and asked if he knew any one else who would be a prospect. The prospect replied, "My son." Mr. Massa asked where he was and the prospect replied that he was upstairs and was only a year old. Connecticut Mutual did not write children at that time.

The prospect asked for Mr. Massa's name and told him he would call him in 20 years. A short time ago Mr. Massa was told by his office that he had received a telephone call to stop at a certain address. Mr. Massa did so. The man whom he had seen 18 years previously recalled his promise and said that he wanted some insurance on his son, who was now a senior in high school.

Connecticut General Announces Changes

The Connecticut General Life announces several agency changes. B. O. Stoner becomes manager in Cincinnati, E. E. Enoch having resigned from that position to return to his former home in Chicago where he will be assistant manager in the Allison Agency, one of the company's leading agencies. Mr. Stoner went to the Connecticut General in 1934, and since 1935 has been district manager in South Bend for the Nyhart Agency of Indianapolis.

J. H. Rockwell becomes manager in Utica, succeeding H. J. Shackleton who will continue to represent the company, devoting his time to personal production and servicing clients. Mr. Rockwell has been with the Connecticut General's field force since 1938 as Wellsville representative for the Rockwell agency of Elmira.

The Connecticut General has accepted the resignation of J. V. Gridley as manager of its Boston office. Mr. Gridley who has been manager for the company since 1928, will retire from life insurance, having purchased an interest in a food products concern.

R. N. Waddell, general agent for Connecticut Mutual Life, is general chairman of the war relief campaign of the Pittsburgh Red Cross.

Wisconsin State Body in Annual Session

MILWAUKEE—At the annual meeting of the Wisconsin Life Underwriters Association the nominating committee has submitted a slate and in all probability it will be elected. H. B. Wells, Mutual Life of New York, Milwaukee, is nominated for president to succeed Alvin Moser, Aetna Life, Milwaukee, who becomes a director. P. C. Zimmer, Prudential, Oshkosh, is named first vice-president; E. E. Wheeler, Mutual Benefit, Madison, second vice-president; W. P. Wetzell, Franklin Life, Green Bay, secretary; W. J. Tucker, Travelers, Beloit, treasurer.

President Moser in his report said that early mobilization of the life agents in Wisconsin prevented the fraternity from having more problems. There are now associations in almost all important cities. He said that the state association does not have the proper strength in members to give real command. There should be a higher grade lot of people in the business and there should be a diminution of part time agents, he said. Mr. Moser said that TNEC hearings have shown the advantage of a mobilized source.

Frank Neu, Green Bay, chairman of the education committee, stated that it had decided it would be advisable to take advantage of the opportunities offered by the Dean act for establishment of life insurance educational courses in the various vocational and adult education schools. The purpose is to make possible a higher type of service to clients than was given in the past and to afford a better income for the life agent. The courses offered were life insurance fundamentals for 15 weeks; principles of life insurance selling for 15 weeks; preparation for C. L. U. examinations and advanced underwriting for those who have secured the C. L. U. degree. The majority of the instructors in these schools report splendid cooperation from local life men.

The committee on life insurance information said the companies have had a specific plan in mind which is rapidly being recognized by owners of policies as a valuable contribution. Another factor in the state is in the hundreds of newspaper articles and reports of the result of the TNEC investigation. The public is more conscious than ever of the great institution of life insurance, the report said. R. L. Hesse of Madison is chairman.

Louisiana Life Men Oppose Hostile Bills

NEW ORLEANS—While it is not believed they will be enacted into law, life men have put up stiff opposition to and are carefully watching three life insurance measures now pending in the legislature. One is Senate Bill 95 by Carbajal, patterned after the Robertson law of Texas, calling for compulsory investment of 75 percent of reserve on Louisiana policies in Louisiana securities and real estate. Another is Senate Bill 180 by LeBlanc, which would compel the companies to invest 10 percent of their Louisiana gross receipts in Louisiana real estate, and the third, Senate Bill 164 by Goff provides for a penalty of 20 percent of the face of the policy plus 6 percent interest on the amount of the policy and the penalty, for failure, without just cause, to pay death claims 60 days after proof of death.

Secretary Aid Association Dies

Albert Voecks, one of the organizers and incorporators of the Aid Association who had served as its secretary since organization in 1902, died at his home in Appleton, Wis. Funeral services were held at the Evangelical Lutheran St. Pauls Church.

Mr. Voecks was born in Germany and came to this country with his parents at the age of 15 years. He is survived by one daughter, four sons and eight grandchildren.

Must Get Legislative Act For S. D. Tax Refund

PIERRE, S. D.—Except by legislative action, an insurer may not obtain a refund of taxes paid in prior years that were held to be uncollectible under the decision of the United States Supreme Court in the Connecticut General Life case. The attorney-general has so ruled in a demand on the part of a company for refund of \$945 in taxes paid during the years 1934-37. Under the decision in question, a state may not collect taxes on premiums originating within the state but ceded to a reinsurer under a treaty that is executed outside of the state. In view of that decision most of the states have changed their basis of taxation to reach net direct premiums written before reinsurance. The only way a company can recover, according to the South Dakota opinion, is to get a special act of the legislature appropriating the necessary money.

Kansas City Title Company Decides to Specialize

The Kansas City Title & Trust Company is now doing business under its new name, Kansas City Title Insurance Company, a change made necessary because the company found it desirable to discontinue its trust service.

Dropping the trust department relieves the corporation of an unimportant detail of the business and permits of giving undivided attention to strictly title work consisting principally of making abstracts of real estate titles, writing insurance guaranteeing property owners and mortgage holders against loss from title defects and acting as escrow agent for parties closing real estate deals.

The company has expanded its title facilities in numerous states and is growing rapidly this year on a national scale. A large number of agents are located in other cities, some as far away as in Florida.

All of the assets, liabilities and obligations of the company are retained under the new name. No changes have been made in management or ownership. Policyholders and certificate holders are protected by the same capital, \$1,000,000, and \$400,000 surplus.

"This forward step," observed E. J. Eisenman, president, "marks our 25th anniversary and we anticipate great development in the next quarter century."

The company's abstract books are rooted deep in the history of Kansas City. Its huge record plant of title information, started and handed down by predecessor abstract and title insurance companies, shows details of every property transfer from U. S. government ownership on down and is maintained constantly in minute detail identical with filings in the different recorders' offices and with proceedings of the many courts of Jackson, Clay and Wyandotte counties.

Elles M. Derby Officer of Life Extension Institute

NEW YORK—Life Extension Institute has embarked on an educational campaign to bring the value of all types of periodic health examinations to the life insurance agency field as well as home offices and has engaged E. M. Derby as vice-president in charge of this work. Mr. Derby was executive manager of the New York City Life Underwriters Association for six years, during which time the association reached its peak in membership. Two years ago he resigned to become executive manager of the Fifth Avenue Association of New York City. A year ago he became an agent of the Mutual Benefit Life. He is a graduate of Brooklyn Polytechnic Institute.

Mr. Derby's duties will include contact work among the home offices and addressing agency meetings and he will have exhibits on periodic health examinations which will be shown at life underwriters meetings, especially state and national conventions.

N. Y. Association and C. L. U. Hold Annual Parleys

NEW YORK—The New York City Life Underwriters Association now has a membership of slightly more than 1,650 as compared with 1,409 last June 30, Ben Alk, Penn Mutual told the members in his presidential report at the annual meeting. He emphasized that this increase represents a steady, healthy growth. He summarized the association's activity for the year, including the reports of the various chairmen.

Lloyd Paterson, general agent of Massachusetts Mutual, was elected president. All other officers nominated at last month's meeting were also elected.

J. F. Speer, Equitable Society, was elected president of the New York City C. L. U., succeeding Ray Maechtel, Union Central Life. Other officers are C. M. Spero, independent, executive vice-president; R. U. Redpath, educational vice-president; E. J. Allen, John Hancock, compendium vice-president. The executive committee includes R. A. Bernard, Guardian Life; Beatrice Jones, Equitable Society; C. K. Kellerman, New York Life; M. A. Osborne, Home Life, and G. P. Shoemaker, general agent Provident Mutual.

Dougherty and Grant Attend

At the banquet in Chicago Tuesday evening in honor of J. S. Kemper of that city, head of a large mutual casualty and fire group, who has just been elected president of the U. S. Chamber of Commerce, two of the notables introduced were L. J. Dougherty of Davenport, vice-president Occidental Life, who is a former director of the U. S. chamber, and W. T. Grant, president Business Men's Assurance of Kansas City. There was a large attendance of prominent mutual executives and men eminent in other lines. Some of the ex-presidents of the U. S. chamber were present.

Killed After Applying for Reinstatement, Recovery

Now and then a question arises in life insurance as to the status of a policy where there has been an arrearage. In Prague vs. Republic National Life, the Oklahoma supreme court affirmed the local court decision. The plaintiff sought to recover as beneficiary on a policy which contained a provision that after lapsing it could be reinstated by payments of arrearages and presentation of evidence of insurability. The policy lapsed during September. On Nov. 10, the holder applied for reinstatement. On Nov. 22, he was fatally injured and on Nov. 23, the company rejected the application for reinstatement. Judgment was directed for the beneficiary and on appeal it is affirmed.

Under this provision in the policy where the insured furnishes evidence which is sufficient to show insurability and tenders payment of past due premiums, the higher court holds the policy is automatically reinstated. The policyholder was in good shape at the time of his application for reinstatement and had complied with all the requirements imposed on him. Hence the court held at the time of his death the policy was in force.

Buyers Group Holds Annual Meet

HARTFORD—The Association of Insurance Company Buyers at its annual meeting in Hartford Tuesday night elected W. B. Joyner, London & Lancashire, president. For the past seven years he has been secretary. Other officers are: Amos Hobbs, Massachusetts Bonding, Boston, vice-president; J. A. Young, Monarch Life, secretary, and W. E. Lutz, Caledonian, treasurer. Other members of the executive committee are A. W. Johnson, State Mutual Life; G. W. Woodward, Factory Insurance Association, and J. P. Camp, Phoenix Mutual Life.

QUIZ AD No. 7

QUERY: What life insurance company is developing a pioneer experience in Family Group coverage?

COMMENT: Continental Assurance is writing all eligible members of a family ... single contract ... single premium payment ... complete protection including waiver of premium if the father should die.

Continental
ASSURANCE COMPANY

CHICAGO, ILLINOIS

Affiliated with

**CONTINENTAL CASUALTY COMPANY
TRANSPORTATION INSURANCE COMPANY**

Suggested Solution for Social Security Snag Held Workable

Precedents Exist for Starting Installments on Child's Death

NEW YORK—Use of a settlement option clause providing that upon satisfactory proof of a contingent beneficiary's death a shift from one option to another may be made immediately instead of being deferred to the date originally specified has been suggested as a means of avoiding the most difficult problem that arises in adjusting existing or new insurance to fit in with social security. Such a clause has occasionally been used in other connections and several representative companies when questioned found no objection to it as a means of solving the dilemma which faces agents in handling programs involving social security.

The problem arises because social security survivorship benefits, unlike regular life insurance, are paid to the widow only where there is at least one child under age 18. The usual system of dovetailing life insurance with social security calls for principal to be held at interest until the youngest child would reach age 18 and then be paid out in installments until the widow's age 65, when social security would again resume payments. The difficulty is that the untimely death of a child might leave the widow without income for quite a few years, except for the small amount of interest income from the life insurance being held until the date when the child would have reached age 18. On the other hand, if the program is made sufficiently flexible so that the widow could start the income to herself earlier in case of need there would be no assurance that she would not spend it even though she had social security income.

Don't Recognize Security Payments

While there has been some discussion of recognizing the non-existence of social security benefits as a basis for switching from one option to another, companies have so far steered clear of it because of possible complications, including the changing status of social security itself. However, the same end could be achieved by an option providing that on proof of death of the specified contingent beneficiaries the shift from one option to another could be made even though originally specified as of the date when the youngest contingent beneficiary would have reached age 18.

This arrangement would be free from any complications involving the principal beneficiary's social security status. Yet the same eventuality which stopped the social security payments would bring about the payment of the life insurance income. At the same time there would be no chance that the widow would get the life insurance income while she was receiving social security payments.

Not Always a Problem

Naturally, this problem does not arise in all cases involving social security. Sometimes the insured is sufficiently well off so that his insurance overshadows the social security survivorship benefit. Also there are cases where the insurance that can be purchased is so slight that it could not begin to do much for the widow no matter when her social security income might stop. The situation exists, however, in many cases where a reasonable

amount of insurance can be bought but must be carefully spread out in settlement provisions to fit the beneficiary's presumable needs as closely as possible.

Since the earlier commencement of the life insurance income upon the death of a dependent child would make the payments correspondingly smaller, even the recognition of such an eventuality as the basis for changing options is not the complete answer. Theoretically, enough life insurance should be carried on the youngest child to offset the loss of social security income that the mother would suffer by reason of the child's death, for there would not only be the loss of the mother's social security income but the child's as well.

Would Need Diminishing Term

This would call for diminishing term insurance to age 18. Because of the comparatively large amounts that would be required at very young ages such a policy could not be written in some states, notably New York, unless laws were changed to recognize the insurable interest which a widow has in the continuance of a child's life where social security is involved.

If such a policy were designed to meet the situation as closely as possible it could of course be written at a lower premium if it were on a basis stipulating that where more than one child was involved the policy would not become a claim unless it were shown that all the other children under age 18 had also died.

Contest Winners Collect

Members of the Glenn C. Ross agency of Midland Mutual Life at Reading, Pa., will have a banquet June 15 attended by President George W. Steinman and Vice-president J. A. Hawkins. This is in recognition of the fact that the agency was winner in a contest running from Feb. 1 to May 31 between the agencies at Philadelphia, Lancaster, Pa., Sunbury, Pa., and Toms River, N. J.

Last Saturday at the country home of J. R. Mayfield, in Indianapolis, was held a baseball game between the northern Indiana and southern Indiana representatives of Midland Mutual. Mr. Mayfield is Indiana state agent. The real ball game followed a production contest between the northern and southern representatives with a baseball motif. The northerners won in the business contest. The head office was represented at the outing by Messrs. Steinman and Hawkins and R. S. Moore, assistant manager of agencies; C. O. Sullivan, actuary; H. W. Kraft, advertising and sales promotion.

Address Charleston Agents

CHARLESTON, S. C.—The close of life insurance hearings by the TNEC in Washington will not result in the relaxing of vigilance by the life underwriters of America but rather in "a course of action based upon a philosophy of entrenchment, fortification and reconstruction—a preservation of individual reserves," said R. B. Hull, managing director of National Association, while speaking about the interpretation of the next move of America's organized agents at the annual meeting here.

J. E. Jenkins was elected president to succeed R. S. Roberts. Others elected were E. W. Rugheimer, vice-president; F. E. Roberson, Jr., secretary and treasurer, and Y. W. Scarborough, national committeeman.

Gordon Campbell's School

LITTLE ROCK, ARK.—The 1940 life insurance sales training school of the G. H. Campbell agency of the Aetna Life was held at Petit Jean State Park, near Morrilton. There was attendance of 27 men, and was under the personal supervision of Mr. Campbell. He was assisted by F. A. Vineyard, associate general agent and L. E. Throgmorton, Throgmorton & Campbell, associate general agent at Shreveport, La.

V. F. Hale, district manager at Tulsa was a guest.

Genial Party in Chicago for Hill and Siegmund



SAM T. CHASE

A genial party of about 35 was held at Old Elm Golf Club, near Lake Forest, Ill., Monday, expressing good will to James G. Hill, who recently became general agent in Chicago for Connecticut Mutual Life, and to W. H. Siegmund, now assistant manager of the C. J. Zimmerman agency of Connecticut Mutual in Chicago, who is leaving soon to become general agent of that company in Los Angeles. The hosts were Sam T. Chase, retired general agent for Connecticut Mutual in Chicago; Mr. Zimmerman and L. J. Fohr, Connecticut Mutual general agent in Chicago.

Most of the guests were able to sand-wich in golf during the afternoon between showers.

Chase Presides at Dinner

Mr. Chase presided at the dinner in most gracious fashion. He called on several of the guests as well as upon the two men for whom the party was given. Those who spoke briefly included W. T. Earls, Cincinnati general agent Connecticut Mutual, who flew to Chicago that afternoon for the engagement; John D. Moynahan, Metropolitan Life manager in Chicago; A. E. McKeough, Ohio National general agent; Clifford Vermillion, Mutual Life of New York general agent; C. B. Stumes, Stumes & Loeb agency, Penn Mutual; Phil B. Hobbs, Equitable Society, manager; W. M. Houze, John Hancock general agent and new president Chicago Association of Life Underwriters; L. M. Buckley, Provident Mutual, outgoing president of the Chicago association, and Harry T. Wright, Equitable Society, vice-president National Association of Life Underwriters.

Mr. Chase made a special point of introducing E. B. Thurman, New England Mutual general agent, because it was at the instance of Mr. Chase 11 years ago that Mr. Thurman, who was then a newcomer to Chicago from Cleveland, was elected president of the Chicago Association of Life Underwriters and it was Mr. Thurman's administration that marked the reorganization of that association and heralded its present period of plentitude and usefulness. Mr. Thurman recalled that when he took office the association had a serious deficit, its books were in disorder. There were 327 members as compared with 2,034 today.

Mr. Thurman closed with a humorous thrust, saying that he had been privileged to announce Mr. Siegmund's successor in Chicago and that he is C. J. Zimmerman. Mr. Siegmund is credited with having carried on the work of the Zimmerman agency in superior fashion during the past few months when Mr. Zimmerman has been almost constantly on the circuit as president of the National Association of Life Underwriters.

Mr. Zimmerman spoke most appreciatively of Mr. Siegmund's work.

Before the end of the proceedings, the party turned into something of a tribute to Mr. Chase, who is held in the greatest affection among life insurance men.

General War Clause Soon May Be Applied in U. S.

(CONTINUED FROM PAGE 1)

Other companies, most of them in the east, have taken similar action. The commissioner predicted that all companies would follow if the situation becomes more serious.

War Clauses Vary

The war risk clauses vary but all use the phrase, "whether the war is declared or undeclared." A majority revised provisions to exclude the payment of full value if the insured person is killed in an airplane on other than a commercial flight.

One company said "the waiver of premium shall terminate upon the insured engaging either voluntarily or involuntarily in war." Others would not pay disability or death benefits in the event the insured's death was due either directly or indirectly to wounds suffered in military service on foreign soil. Others would waive payments if the insured was killed in military service, regardless of the location of the fighting.

Commissioners Special Train

Much interest is being taken in the special train that will leave Chicago June 30, for Hartford where the National Association of Insurance Commissioners will meet. There will be no change between Chicago and Hartford as the sleepers will be taken through. Special accommodations are arranged for the commissioners' party. A number of people outside of Chicago attending the convention intend to go to that city, joining the commissioners' special. Roy L. Davis, assistant Illinois insurance director, Insurance Exchange, Chicago, is acting for Director Palmer as chairman of the transportation committee. He is making reservations over the New York Central on that particular train.

Bruce and Bryce Confused

In reporting the recent convention of the American Institute of Actuaries, remarks that were made by James G. Bruce, assistant actuary of Colonial Life, were erroneously attributed to G. M. Bryce, Lincoln National. Mr. Bruce was quoted on his observations regarding settlement options. He writes: "Mr. Bryce attended the meeting and he and I became very good friends when we found we had a number of common interests as well as a last name which differs only in the middle letter. We did not suspect, however, after forming such a good friendship introduced by that similarity of names, that there would be, on the following day a confusion of identities."

Miss Louise Hathaway, daughter of Fred C. Hathaway, Los Angeles manager Mutual Life of New York, was married to Myron Wasson, an investment man. The bride, during her college career at the University of California at Los Angeles, was voted the outstanding girl on the campus. She is a vice-president of the fashionable Ebell Junior Club, one of the organizers of the Religious Conference at the university, and has been active in other civic affairs.

Report 1939 Ontario Results

TORONTO — Superintendent McNairn, Ontario, reports new business in Ontario for 1939 totaled \$274,500,000, compared to \$298,000,000 in 1938. Business in force increased from \$3,049,000,000 to \$3,133,000,000.

Fraternal business in force increased from \$75,572,000 at the end of 1938 to \$76,747,000 at the end of 1939.

Van Schaick Asks Realistic Appraisal

(CONTINUED FROM PAGE 1)

work of the state through the National Association of Insurance Commissioners has not kept pace with the need of the times. Regrettably, different standards of solvency exist in different states. There is a deplorable situation in the lack of any unified control of insolvencies.

Everyone in the insurance business has a big stake in having supervision function at a high degree of efficiency so that no weaknesses shall be tolerated anywhere. If this calls for changes such as having the executive committee of the commissioners remain in practically continuous session there should be no reluctance to say so. If through political conditions an abnormal turnover among commissioners and a shifting personnel hamper progress, the public in those states should be made aware of the situation. If the handling of insolvent interstate insurers is fraught with diverse state laws and litigation is apt to deplete the assets, then attention should be given to bringing such insolvencies under an amendment to the bankruptcy law.

Insurance supervision is a subject that should not be taboo, he said. It is simply a question of good government. No one wants the federal government to take over if by strong personnel, proper legislation and effective coordination and uniformity the present decentralization can be made to give proper protection.

Governmental investigation from time to time to see how well government is functioning insurancewise should not cause any disturbance, according to Mr. Van Schaick. Evils that may grow up due to complacency can be exposed and reforms instituted. When the present

TNEC investigation shall come to a close, he said, any suggestions or criticisms that are unfair or unfounded will fall of their own falseness, but if there should emanate suggestions or criticisms that are sound, they should be listened to attentively. Remedial action should promptly be taken. No one would allow any properly criticised practice or weakness to continue once it is known.

Agency Force Has Obligations

Mr. Van Schaick declared that the agency force has an obligation to maintain margins of safety in the business just as does management. The agents should not hamper the companies in taking steps to maintain adequate margins of safety and in facing the facts. The individual agents and the agency organizations, he said, should give their companies wholehearted cooperation and endorsement in the extension of the program of safety first. They should lend their influence toward added precautions.

Such an attitude does not always exist, he declared. The immediate sale of a policy dependent upon price sometimes seems more important than the buttressing of security for the future. "Let us hope," he said, "that such an agent is only an exception who feels that dividends are more important than safety and who would prefer to gamble with cheapness at the expense of future security."

In conversations with the public, agents should be the first to champion procedures that will be safe in order that in uncertain days no needless risks be run.

In closing Mr. Van Schaick advocated that this country, short of actual belligerency and treating the cost no matter how great as an insurance premium, should give everything it has available that would "aid and assist those who are now fighting against such terrific odds the pronounced enemies of the social order of which we are a part."

He advocated repealing those neutrality laws that were "enacted when we

counseled with our hopes rather than our intelligence..." Mr. Van Schaick declared that the idea of individual protection within a nation is futile if the nation itself is open to a super-danger. "There is a significant analogy between the collective responsibility of individuals seeking protection and the similar responsibility of nations confronted by extreme danger."

Owen D. Murphy, John Hancock, presented George Paul Smith, retiring president of the Boston Association a wrist watch on behalf of the officers and directors.

More than 400 attended the banquet and at the head table were Commissioner Harrington, President Chandler Bullock of State Mutual, President George Willard Smith of New England Mutual; President Guy W. Cox of John Hancock Mutual; President Jay R. Benton of Boston Mutual, and President Francis P. Sears of Columbian National Life.

Fitzhugh Traylor, Equitable Society, was installed as president.

Reports on FHA Investment Experience at Bankers Rally

HANOVER, N. H.—E. S. Brigham, president National Life, made a report upon the investment experience of his company in mortgages of the Federal Housing Administration act to the New Hampshire Bankers Association, meeting at Dartmouth College as guests of the Tuck School of Business Administration.

Mr. Brigham was one of the first life insurance executives in the country to conclude that, under prevailing investment difficulties, the federally insured loans were an attractive and safe investment for life companies. Thus, National Life, as of May 27 this year, has made a total of \$64,750,000 in FHA insured loans with highly satisfactory results.

Mr. Brigham reported that National became an approved mortgagee of the

FHA as early as February, 1935, only eight months after the passage of the act. This was at the time when many good lawyers considered the act unconstitutional, but a thorough examination into the act and the personnel of its administration led to the investment of \$20,000,000 in these loans. It was the first insurance company in the country to make any large investments in this line.

Policy of Careful Selection

"From the outset," said Mr. Brigham, "we inaugurated a policy of very careful selection. We have never yielded to the pressure to buy blocks of FHA loans on sight unseen and to rely upon the insurance entirely."

He went on to explain the very strict requirements of investigation of both property and borrower before the National accepted such a loan and then outlined step by step the cautious progress the company made in this line. These loans provide for amortization payments, and considering that in all these loans the company is dealing with nearly nine thousand units, (in which aggregate illness and other troubles might be expected) there has been an amazingly small proportion of these loans forced to foreclosure, and in that case the company is protected by the government's debentures so that the loans are, in a sense, as good as the government. Through these loans the company can secure a yield of nearly 4 percent, and even if the worst happens there is a yield of 2½ or 3 percent on the government debentures.

Endowment Policies Mature

PRINCETON, N. J.—Princeton University last week received a memorial fund of \$77,000 from the Class of 1920, the gift representing matured proceeds of 20-year endowment life insurance policies maintained by more than half of the members of the class since graduation.

AMERICA is the composite of her institutions, born of migrations from the old world, seeking a new freedom of thought and action and nurtured to their present stage by the sacrifice and unselfish co-operation of her pioneers. These institutions are the rightful heritage of the present generation to be protected, developed and refined for those to come, its children.

To that end, the institution of LIFE INSURANCE is dedicated to the protection of homes and families, and developed in America to an extent far beyond that of any other country, perfected as a co-operative savings plan of the present for the unknown needs of the future; a great financial bulwark against disease, disaster, or economic stress, both for its individuals and for the nation.

GIRARD LIFE

INSURANCE COMPANY OF PHILADELPHIA

Opposite Independence Hall



Texas Life Meeting Has Good Turnout

(CONTINUED FROM PAGE 1)

official services which are not rendered with the thought of presenting themselves as a Santa Claus but services which make for public health and happiness. He referred to the companies as trustees.

Mr. Johnston closed with the thought that life insurance selling is not a professional occupation which permits the self-centered to succeed. He placed the social consciousness as an essential factor in successful life underwriting. This unselfish service Mr. Johnston illustrated by the work of the doctors at free clinics, and stated that the public has the right to ask for the man of the highest calibre as to education, training, and professional fitness in spirit as well as skill. He closed with the statement that all the training is lost unless it makes bigger and better men of those who enter the work.

Assistance by Old Agents

The concluding educational feature of the General Agents & Managers Section was a panel on "Old Agents as Aid in Management," presented by Felix Hargis, Jefferson Standard Life, Fort Worth; F. E. McGonagill, State Reserve Life, and J. T. Sharpe, Southland Life. Mr. Hargis stated that quality is the problem of the new man. He developed the thought that a man writes business within the group with which he has been accustomed to associate. He said that then the manager must train the new agent in methods of prospecting which will be continuous and lead him to improve his contacts.

Mr. McGonagill said that one of the answers to quality is to get the new agent interested in making money and show him just what a lapse can cost him in the way of money. He suggested that this be followed up by encouraging him to check his prospect list with regard to the income of his and to seek the acquaintance of men who are making money. He also expressed the opinion that it is well to let the new man know something of the old agent who is making money and what this agent is doing.

Getting New Men in Agency

Mr. Sharpe discussed the question of getting men who are in the agency to bring in recruits or aid in bringing them in. He stated that he had found it well to get the members to discuss a prospective recruit and agree whether they desired him as an associate. He stated that he put the problem up to the men as an agency problem and that when anyone shows a strong objection to taking a new man in the matter is dropped. This method he believes helps the old men in the agency feel a responsibility for recruiting. Another plan he suggested is selling policyholders on what is needed in a prospect and on what a connection may mean for some worthy friend.

Mr. McGonagill indicated that operating as he does in small towns this creates a specialized problem which does not follow as that of the manager in a populous territory.

Contests and Agency Meetings

Concerning contests, Mr. Sharpe suggested that the members of the agency can be employed in planning contests and should be given recognition both in planning and in winning contests.

Agency meetings, the three agreed that the agents should be made responsible for the meetings and be asked to offer suggestions and conduct meetings on phases of the work in which they have shown the greater ability.

Regarding joint work, the members of the panel were agreed that the beginning agent may profit by having an experienced agent work with him. A danger though it was developed may lie in the manager working with the new agent. This agent it was stated may come to use the manager as a scratch.

The conclusion was reached that the new agent will develop more rapidly if he works with an experienced agent and divides his commission with this old agent rather than working with a manager to whom he pays no part of his commission.

After dinner, at which R. B. Shields presided, A. M. Embry, general manager Equitable Society, Kansas City, spoke on the "Basic Problems of Present Agency Organization." Mr. Embry was introduced by W. E. Bilheimer, assistant Texas agency manager of the Equitable.

He asked whether agency managers are doing the job as well as they know how. He indicated that he does not believe they do, and he said, "Let us not kid ourselves. Many have been educated out of the job."

He voiced the opinion that managers and agents are seeking a substitute for work through some educational plan which will make the sale of life insurance easy. He said, "When you and I think we can use education as a substitute for work we are crazy."

Mr. Embry stated that he believes in proper training and education but he in-

sisted that there is no substitute for hours spent in the field making an adequate number of calls on the requisite number of people.

Mr. Embry said that nowhere could 100 men be brought together in a room who would not agree that life insurance is the best possible buy. He suggested that these same men would not agree as to government bonds and asked what is wrong. He then asked whether managers could operate any other business as they do their agencies. He asked what time they reach their offices and suggested that they demand as much of themselves as they do of their men. He emphasized the thought that agency building is difficult.

Mr. Embry, in connection with the problem of agency building, stated that managers and general agents who sell men out of jobs into life insurance owe these men an obligation. This obligation he said is to see that these men are so instructed and trained that they will make a living, and he again emphasized the absolute necessity of work as the basis for success.

Great Agency Turnover

He then referred to the great turnover of men. Mr. Embry told of questioning his former agent concerning why the man had left life insurance selling. This man said the agent said

that he had been discouraged by remarks made to him by Mr. Embry. He said that he then asked his supervisor to check on other men and as a consequence learned they had left because some member of the agency had shown doubt of the departed agent's ability to succeed. He closed his discussion with the statement that whenever a manager voices a doubt of a man's success to that man that he has sold him out of the business.

The Friday morning program consisted of panel discussions. The first being devoted to "Proper Prospecting," treated by H. L. Bridgman, Great American Life; Milton Fischer, Pacific Mutual, and H. B. Veazev Indianapolis Life, all of San Antonio. A prospect was defined as a man who has needs, an income, and the ambition to provide for future needs. J. N. Fletcher, Great Southern Life, was chairman of the panel.

Discussed Cold Canvass

While the three differed somewhat in their ideas of using the cold canvass as a source, they did consider policyholders as a valuable source. They developed the thought that service calls can always be made to yield a number of prospects. They also agreed that experience develops in an agent a nose for prospects, they also recognized the so-



I'll bet our Mother and Dad are the best Mother and Dad in the whole world!

Not so long ago, fathers debated sending their children to University or letting them start work right after High School. Today, however, it is known that employers definitely give preference to those with specialized training and are looking to them for their future executives.

Great-West Life representatives feel it is their duty, therefore, to tell the story of Educational Insurance,—to acquaint parents with the many educational trust agreements available which will assure funds for the education of their sons and daughters even if anything should happen to them.

THE GREAT-WEST LIFE ASSURANCE COMPANY

Business in Force

5625,556,093

cial contacts of the wife and the resulting information as to births, marriages, and purchases of new homes. People from whom life insurance men buy were also listed by agreement as valuable sources of prospects.

"Successful Selling" was the subject treated by John Arden, Southwestern Life; Mrs. Muriel Briggs, Southland Life, and T. J. Tomlinson, Business Men's Assurance, with Ross Priddy, Southland Life, chairman.

Mr. Tomlinson gave as elements in successful selling prospecting, planning, interviewing, closing, and collecting. He stated that a sale is not made unless the premium is collected. He emphasized the need to ask for the money. He stated that eight hours in the field meeting qualified prospects are necessary to successful selling. He said that if the agent does not know about a man before calling he should know through having obtained sufficient information. Lack of knowledge, he indicated, costs sales.

John Arden's Remarks

John Arden, Waxahachie, said that he found it well to be active in every worthwhile civic organization. He said that he uses the option plan to increase the size of the policy and to assure the buyer that his plans will be carried out. He said that in selling it is much easier to sell a monthly income than a certain amount of life insurance. The value of this monthly settlement option, he illustrated with the story of a widow who brought along with her an investment adviser who disgustedly stated, after hearing the provisions concerning the payment of the money, "Mary's money is already invested."

Mrs. Briggs stated that she asks the questions on one section of the policy at a time and that when she is through the applicant sees only the part of the application he signs.

Income of Agents

Homer Hewitt, Northwestern National Life, assisted by O. S. Carlton, C. R. Darling, and W. H. Winn presented the problem of "The Income of the Successful Life Underwriter." Mr. Hewitt raised the question as to why a life man earning \$7,000 could not meet his obligations and live as well as a man on a salary of \$6,000. The discussion developed the fact that since life men work on a commission they are not able to anticipate with any degree of accuracy their monthly income. Because of this, it was developed that all too often the life man may obligate himself to an extent that his income will not provide for. Consequently, he finds himself embarrassed by debts.

Mr. Winn stated that he had found himself deeply in debt when he turned his finances over to his wife and in a short time he found that his debts were paid and he and his wife were planning to buy a home. The other members agreed, with one dissenting, that wives should know all about the income of the husband in order that she may know how to manage the household budget.

The Texas Leaders Round Table met with J. P. Costello, immediate past chairman presiding. W. C. Woodward, chairman, Texas insurance commissioners, spoke briefly paying tribute to the work of the work done by insurance men and the value of life insurance in emergencies.

Friday afternoon, O. Sam Cummings, past president of the National association, conducted a conference on association administration.

The trophy for the association showing the greatest all round progress was awarded Dallas, and it was also awarded a cash prize for the best prepared paper.

The election of Franklin Conklin, Jr., as a director of the Prudential is announced. He is treasurer of the Flood & Conklin Varnish Company of Newark, and is a director in several organizations including the New Jersey Bell Telephone Company, American Insurance Company and Doehler Die Casting Corporation.

Ind. Rural Agents Program Given

The staff of faculty lecturers for the first week of the short course in rural life-underwriting, the week of July 8 at Purdue University, Lafayette, Ind., is now completed. The class for the first week will have 22 lecturers. They represent 18 companies. The vice-presidents of four companies have accepted assignments.

The first week emphasis will be on selling problems and field technique.

At the course last year 83 were enrolled and 72 received certificates. This year it is expected that the enrollment will exceed 250.

The lecture staff for the second week, which starts July 15, is now being completed. The work for that week will take up more advanced subjects, such as programming insurance needs, the social security act and its relation of rural problems, tax needs of smaller estates, life insurance investments, etc.

The course is sponsored by the Indiana Association of Life Underwriters, and is a part of the Purdue University summer school. Enrollments will be accepted from all states on the same basis as from Indiana residents.

The work is in general charge of G. E. Davis of Purdue and A. C. Palmer of the R. & R. service.

The program is:

Monday, July 8

"Problems Peculiar to Rural Underwriting," Alden C. Palmer.

"Differences Between the Rural and the Urban Mind," Dr. O. F. Hall, Purdue.

"The History of Life Insurance," Howard E. Nyhart, manager Connecticut General, Indianapolis.

"How a Life Insurance Company Operates," Horace Storer, manager Bankers Life of Iowa, Indianapolis.

"The Making of a Rate—Part I," Virgil Samms, general agent Mutual Benefit, Indianapolis.

Tuesday, July 9

"Analysis of a Life Insurance Policy," Eber M. Spence, general agent Provident Mutual, Indianapolis.

"Types of Contracts and Their Adaptation to Rural Needs," B. A. Million, general agent Northwestern Mutual, Evansville, Ind.

"Fraternal Life Insurance," N. K. Nep-rud, superintendent of agents, Lutheran Brotherhood, Minneapolis.

"Plans and Purposes of Life Insurance," A. L. Dern, vice-president Lincoln National.

Wednesday, July 10

"Ethics of Life Insurance," John Cramer, deputy commissioner, Indiana.

"Why the Farmer Needs Life Insurance," W. R. Smith, field vice-president Lafayette Life.

"Prospecting in Rural Districts," Floyd Foreman, Peoples Life, Logansport, Ind.

"The Farm Interview—Part I," E. Leo Smith, general agent Massachusetts Mutual, Indianapolis.

Thursday, July 11

"Sales Presentations—Part I," Clarence D. Diller, Northwestern Mutual, Pandora, O.

"Meeting Objections of the Farmer—Part I—Basic Principles," V. J. Harrold, general agent Lincoln National, Fort Wayne.

"Selling to the Wives and Children," Hazel Kesterson, Hoosier Farm Bureau Life, Judson, Ind.

"Educational Insurance for Rural Young People," Oren Pritchard, general agent Union Central, Indianapolis.

"Selling to the Rural Professional Man," Guss Merritt, American United Life, Lafayette.

Friday, July 12

"Life Insurance for the Rural Business Man—Part I," Richard McElroy, Equitable Society, Monon, Ind.

"The Use of Motivating Stories—Part I," A. H. Kahler, vice-president Indianapolis Life.

"Field Organization for the Rural Underwriter—Part I," J. R. Townsend, Sr., general agent Equitable, Indianapolis.

"The 'E' and 'M' in Salesmanship," Joel Traylor, general agent Northwestern National, Indianapolis.

The examination will be given Saturday.



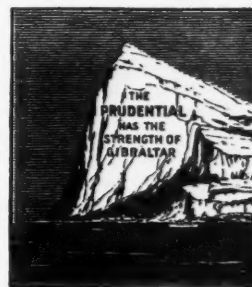
Future Policyholders

On every college campus there are students whose expenses are being paid with the proceeds from life insurance.

In their future years they will always be strong advocates of this form of protection.

Their associates, too, profiting by their experience, will have an understanding attitude towards the man in the life insurance calling.

Interest yourself in youth.



The Prudential
Insurance Company of America

Home Office, NEWARK, N. J.

EDITORIAL COMMENT

No Lack of Patriotism in War Clauses

POSSIBILITY that life companies may feel it wise to write new business with a war clause which would exclude deaths from military service anywhere, even in continental United States, holds the seeds of serious misunderstanding on the public's part. The sudden realization of the speed, range, and power of present-day warfare which has prompted war clause discussions has also aroused a wave of patriotism among Americans. Attempts to write insurance which would enable companies to avoid payment in the event of the insured's death while defending America on American soil, even though in the practice the companies did not avail themselves of it, might provoke resentment so strong that there would be no listening to reason.

A life company must be able to protect itself against adverse selection by those applying for insurance, whether the extra hazard is one of impaired health or of occupation—including military or naval service. In ordinary times the possibility of death in military service is virtually absent in motivating the sale of life insurance. Hence, except for double indemnity, it is not necessary to exclude war service, for presumably

only a relatively small percentage would go into military service and increase the ordinary hazard of life.

However, when there looms the possibility, however slight, that the United States may become involved in war, the possibility of military service becomes a powerful reason for buying life insurance. Among the informed buyers fears that the companies would slap on a war clause with little or no notice would be an additional reason for joining the stampede to buy.

Sentimentalists might argue that a war clause puts a penalty on patriotism. Looking at it more realistically, there appears to be no good reason why the companies—which for the most part means the great body of policyholders—should be assessed the extra cost that might result from applicants buying insurance mainly for war risk protection.

For those seeking protection specifically against the war hazard there is no more reason why present policyholders should take on themselves this added expense than there is for the nation's bank depositors or any other group. It is an obligation of the nation as a whole and would presumably be so handled, as it was in the last war.

Need Versatility in Attack

DURING these days when people in this country are suffering from a psychological shock on account of the war across the water, life agents find the going more difficult because of the uncertainty of the final outcome and the possible effect on economic, business and governmental agencies in the United States. Many lines of business are more or less affected. Investment houses find it difficult these days to sell securities because people are unable to divine events in the future. Prices may go down or they may go up.

All lines of business are not depressed. Some are going ahead because of the war itself. The resourceful life

agent gears his mental processes according to the demands of the time. He seeks his prospects among those classes that are not seriously affected and perhaps may be at least temporarily benefited by the war conditions. Then again an alert, agile life insurance man is able to shift his arguments according to the conditions of the times. Life insurance is a desirable purchase at any time and under any conditions. There are variable winds that affect life insurance sales. The successful agent is quick to adjust his mind to the life insurance weather vane. He builds up his story according to the conditions of the day.

'Humanizing' the Companies' Advertising

If laudatory comments in the advertising trade magazines can be taken as a guide, efforts of some of the life companies to "humanize" their advertising and literature to make it more simple and readable are placing the institution among the leaders in this type of effort which has recently been taken up by all lines of business. Customarily the

traditional conservatism of life insurance has reached even to the advertising, the result usually being that the companies were several years behind the profession in taking up new ideas, rather than in the forefront. This is not to say that the advertising was ineffective but in the last few years the life insurance business has come to appreciate that it must tell

its story in terms that the public will not only understand but will take the trouble to read.

Much has been said and written about the real competition in life insurance being not against some other company or agent but against other merchandisers who are bidding for the public's dollar. It is equally true that the life companies are bidding against other merchandisers—and additional types of competition as well—for a share of the public's reading time. The public is going to read what it wants to read, not necessarily what for its own good it should read. Any advertiser who wants to get across a message has learned that he must do it in a way that will unobtrusively but effectively hold the reader from turning to something that is more alluring.

For every reader who wants to be made to think while reading there are hundreds who prefer to be entertained and will quickly turn away from anything that will produce the slightest

brow-furrowing. This situation may not speak very highly for the general level of intelligence, although it is more a matter of attitude than of intelligence. At any rate it constitutes a challenge to those who prepare the copy for advertisers and it is gratifying to learn that advertising experts now consider that life companies are doing some of the outstandingly progressive work in the field of painlessly educating the public.

A considerable share must be credited to the impetus given by the researches of the Institute of Life Insurance and its recommendations for a more readable presentation of annual statements. A number of annual statement analyses sent to policyholders this year are excellent examples of breathing life into dry and dusty figures. Illustrations, diagrams, attractive colors, readable type and creative imagination all are given reign. The public's stake in life insurance is so large that it is entitled to the simplest, clearest information that can be placed before it.

PERSONAL SIDE OF THE BUSINESS

Earle W. Brailey, Cleveland general agent New England Mutual Life, has been elected vice-president of the Cleveland Church Federation.

Lewis M. Bacon, Jr., of the Provident Mutual's Hooper agency of Baltimore, has been reelected for another four-year term as trustee of Dickinson College at Carlisle, Pa. This will be his third term.

At Rogers, Ark., **John E. Felker**, treasurer of the Progressive Life, is confined to his bed following a heart attack suffered in his office. His physician said he was "unable yet to tell how serious the attack is." Mr. Felker is also president Union Life of Little Rock. He is one of the regular attendants at the insurance commissioners meetings.

Frank P. Samford, president of Liberty National Life, accompanied by Mrs. Samford and their daughter, Ann, is in Havana, attending the meeting of Rotary International.

Gifford T. Vermillion, manager Mutual Life of New York in Chicago and formerly in Milwaukee, and Mrs. Vermillion will celebrate their 25th wedding anniversary at a dinner dance at the Milwaukee Country Club June 19. The Vermillions now reside in Kenilworth, Ill.

Betty Jean Owens, daughter of **E. Guy Owens**, Oklahoma general agent of the Mutual Life of New York, and past president of the Oklahoma Association of Life Underwriters, was married to Max A. Minnig of Kansas City.

H. O. Fishback, assistant vice-president Northern Life of Seattle, has been spending some time in the central west, first going to Columbus, O., to attend the annual meeting of the National Health & Accident Association and then to Minneapolis to attend the convention of the Health & Accident Underwriters Conference. He spent the weekend in Chicago calling on old friends, among them Actuary F. G. Huston of

the American Life Convention. It so happened that Mr. Fishback induced Mr. Huston to become actuary of the Washington insurance department. Mr. Fishback's father, the late H. O. Fishback, was for many years insurance commissioner of Washington and his son was deputy.

Miss Elizabeth V. Weldon, Milwaukee, was married to **Dennis E. McTigue**, Fort Dodge, Ia., in Racine, Wis. The bride has been in the agency department of the Northwestern Mutual Life home office and the groom is district agent of the company in Fort Dodge.

H. W. Stanley, Equitable of Iowa general agent at Wichita, has been elected president of the Wichita chapter of "The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America."

S. M. Young, Wichita general agent General American Life, is celebrating his 19th anniversary with the company this month. He was formerly postmaster at Wichita.

Clayton Mammell, home office general agent Farmers & Bankers at Wichita, spoke at the Young Peoples Institute of the Southwest Methodist Conference at Winfield, Kan., on "Our Greatest Need as Applied to Business and Religion."

L. J. Hayes, Prudential superintendent at New Brunswick, N. J., has rounded out 35 years of continuous service. He started in Dover, Del., as an agent and has been in New Brunswick since 1924.

Howard C. Lawrence, Newark general agent Lincoln National Life and former president of the New Jersey State Association of Life Underwriters, has been elected to the board of the Tome School, Port Deposit, Md.

Lucille Marie Wright, daughter of **H. T. Wright**, associate agency manager Equitable Society, Chicago, and Mrs. Wright, was married on Saturday to

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Norman McClave, Jr. The marriage ceremony and reception were held at the Wright home, "Sunny Lawn," Bannockburn, Ill. Mr. McClave is in the trust department of one of the Chicago banks.

H. R. Hill, Richmond manager of the Life of Virginia, has been elected president of the Randolph-Macon College Society of Alumni.

DEATHS

Funeral services were held in Oakland, Cal., for Mrs. Anna T. D. Holman, mother of A. S. Holman, manager of the Travelers, and C. Devens Holman, a leading producer of the company in San Francisco.

Edward J. Sperry, 52, with Phoenix Mutual in Seattle and formerly agency manager there of the California-Western States Life, died after a short illness.

Dr. George W. Hoglan, 79, who was one of the founders of the American Insurance Union and president when it went out of existence several years ago, died at the Elks National Home at Bedford, Va., where he has resided since 1936. He had also served as medical director of the A.I.U.

Eben Luther, 53, general agent of the Connecticut Mutual Life in Providence, R. I., for 13 years, died following two weeks illness. He was for two years president of the Providence Sales Managers Club and active in the Rhode Island State Association of Life Underwriters.

Lothair Smith, assistant treasurer of Equitable Society, died at his home at Great Neck, L. I. He had been with the Equitable 43 years, starting as a clerk in Louisville. In 1902 he was named cashier there and in 1912 cashier at Pittsburgh. He was later transferred to the auditing department of the home office and in 1923 was appointed an assistant auditor and in 1936, assistant treasurer. He formulated the training school for Equitable cashiers, commencing in 1920.

J. A. Yowell, 83, Nashville, died of a heart attack. He entered life insurance in 1892 as special agent for the Union Central Life. Later he was special agent for the Aetna Life. He retired about three years ago.

Fred S. James to Take New Quarters

Fred S. James & Co., one of the oldest and largest national insurance brokerage houses with offices in Chicago and in several other cities, will move its principal offices back to LaSalle street, to the corner where it started in 1872. It has taken a lease for a term of years for the bank floor and third floor at 1 North LaSalle street, Chicago.

When Fred S. James & Co. was founded 68 years ago, its first offices were below the sidewalk at the southwest corner of LaSalle and Madison streets, now the site of the Otis building. In 1874, larger offices were taken at the southwest corner of Washington and LaSalle streets, the present site of the 30 North LaSalle building. Again, in 1883, need for additional space caused the agency to take offices in the old Bryan Block at Monroe and LaSalle streets, where the Northern Trust company now stands. In 1901 the firm moved to 39 South LaSalle street in the New York Life building, and in 1912 the offices were moved to the twelfth floor of the Insurance Exchange building.

L. J. Sheridan & Co., agents for the One LaSalle Building, announce extensive improvements will be made to equip the two floors. Plans call for every modern facility in office requirements.

NEWS OF THE COMPANIES

N. W. National Adds to Capital Stock

MINNEAPOLIS — At the annual meeting of Northwestern National Life it was voted to increase the par value of the capital from \$5 to \$7.50 a share, thereby increasing its capitalization from \$1,100,000 to \$1,650,000. This will be effected by transferring \$550,000 from the earned surplus in the stock department to capital account.

Commenting on the action President O. J. Arnold said: "The increase is a move in keeping with the company's marked growth in insurance in force and in assets during recent years. It will be recalled that Northwestern National is both stock and mutual in its corporate structure. All profits earned in the mutual department are for the sole use and benefit of mutual policyholders. Dividends to stockholders are payable only from profits in the stock department of the business. No dividends on the stock were paid for a number of years after the establishment of the stock department, but the dividend of 6 percent paid in recent years has resulted in an average annual payment of 1 3/4 percent on the capital stock. The bulk of the profits realized in the stock department have been used to further strengthen contingency reserves and surplus which, together with the capital stock, safeguard policies issued in both the mutual and stock departments. This transfer of \$550,000 from surplus of the stock department to capital, increases by this amount the permanent cushion of safety for the policyholders."

The funds for the protection of policyholders, over and above all policy reserves and liabilities, amounted to \$5,457,918 as of Dec. 31. Of this total, \$2,356,092 (including \$1,100,000 capital) was in the stock department.

Sun Life of Baltimore Marks Fiftieth Year

Sun Life of Baltimore in celebrating its fiftieth anniversary, is giving every employe and representative two day trips to Atlantic City, Virginia Beach and similar resorts, during the next three or four weeks.

There is no member of the present organization that was with the company at the time of its organization. However, Chairman Charles F. Diehl went with the company within the first six months of its existence. Solomon Rothschild, a vice-president, has been with the Sun Life 43 years, and Jay Nusbaum, actuary, 35 years. The founder, Moses Rothschild, died two years ago.

Great-West Life Enters Indiana

The Great-West Life's application for license in Indiana has been approved. This will increase to six the number of states being actively organized by the company. The other five are North Dakota, which was entered in 1906, Minnesota and Michigan in 1921, Illinois in 1923 and Washington in 1931. In 1939 its total new business was \$61,657,010 of which approximately 30 percent came from the United States agencies and at the year end approximately 20 percent of its \$625,556,093 of business in force was in the United States.

Plans for agency development in Indiana have not yet been completed but it has been arranged that the northwest section will be organized through the Chicago agency under Manager E. M. Schwemm.

Largest Volume in 15th Year

In celebration of the 15th anniversary of Seaboard Life of Houston, Tex., the agency force composed of 21 full time and 32 part time men, sold last month \$1,160,000 of paid business, which was the largest volume for any month

in the company's history. Lapses and decreases for the month amounted to \$227,821, resulting in a gain in insurance in force of \$932,000 and bringing the total insurance in force to \$27,742,000.

New business for the year to date is 102 percent of the first five months of 1939. Gain in insurance in force for the year so far is 24.4 percent ahead of last year. Seaboard Life received its charter from the state of Texas on May 27, 1935, and held its organization meeting for the election of directors and officers on June 1, 1935.

Westminster Life Licensed

The Westminster Life has been licensed by the Illinois department as an assessment life company. The directors are John J. Mack, H. Prince, A. B. Parvin, G. B. Lotsman, F. G. Spencer.

American Union Life Issue

The district court of Oklahoma county refused to issue a restraining order directed on behalf of the American Union Life against the state insurance department. An injunction is set for a

hearing June 17. The department answered the company's petition by a cross petition asking for receivership on grounds of insolvency.

Receiver for Dallas Company

AUSTIN, TEX.—The Commercial Life of Dallas, has been placed in receivership by order of district court here on petition of Attorney-general Mann, alleging insolvency.

Will G. Knox, statutory liquidator for the insurance board, was appointed receiver.

Roderick Pirnie's Career

In referring to the fact that Roderick Pirnie of Providence is being advanced for election as trustee of the National Association of Life Underwriters, some errors were made in reciting the facts of his career. Mr. Pirnie was general agent of Berkshire Life for central Massachusetts and Rhode Island in 1925-37. He then went with Massachusetts Mutual Life as a personal producer and in 1938 was made general agent of that company in Providence. It was erroneously stated that at one time he had a branch office in Rochester. He did not have a branch office there but did maintain such offices at Holyoke, Worcester and Providence.

A High Niche for the Agent

WHEN CONTINENTAL AMERICAN'S new home on Rodney Square in Wilmington is dedicated next month, field men will take a major place in the spotlight—just as they did when ground was broken last fall and when the cornerstone was laid in March.

Because we regard them as the real builders of the new Home Office structure, members of the Field Force this month are engaged in stubborn competition for honored places on the program of our Dedication and Open House in July. To a field man will go the distinction of officially opening our new front door.

That's giving the agent a pretty high honor, but it fits in with our policy and our feeling. We put the field man in an important niche—and we think the feeling is mutual.

Continental American is not too big to be a family, and our sales organization likes it as well as we do.



Continental American Life Insurance Company

WILMINGTON, DELAWARE

W. A. ROTHAEEMEL, Vice President

OPPORTUNITIES are now open in West Virginia, Virginia, Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, and Ohio

COMPANY MEN

Troth Joins Home Life as Supervisor of Publicity

Paul Troth, assistant editor of the "Eastern Underwriter," has joined Home Life as supervisor of publicity. He will be associated with R. B. Helser



PAUL TROTH

in the agency department. Mr. Troth has been with the "Eastern Underwriter" six years. He has become resourceful in developing sales suggestions, conducting a column, "Ideas that Click." Mr. Troth has been a popular speaker at numerous life insurance gatherings where he has illustrated his talks with sketches.

Mr. Troth graduated from Michigan State College at East Lansing in 1930, and then taught school for four years

Joins Illinois Bankers as Ohio Representative



WILLIAM H. WEST

William H. West, formerly vice-president and agency manager of Columbia Life of Cincinnati, has joined Illinois Bankers Life as home office representative for Ohio.

at Plainfield, N. J. He went with the "Eastern Underwriter" in 1934.

P. W. Briney With American United

Paul W. Briney has joined the home office underwriting staff of American United Life.

He attended Yale and graduated from the University of Louisville in 1927. He became associated with the underwriting department of Inter-Southern Life and was made chief underwriter of Kentucky Home Mutual Life in 1932.

Scranton Life Promotions

Three advancements have been made in the official staff of Scranton Life.

R. J. Weichel, assistant actuary, becomes assistant secretary; Frank E. Garvey, formerly cashier, who has been with Scranton Life 23 years, is named assistant treasurer. R. V. Foy, who has been with Scranton Life 19 years, is the new treasurer.

These changes are incidental to the death recently of John J. McDonald, who was assistant secretary-treasurer.

N. Y. Life's Camera Club

Only a little more than a year old, the camera club of the New York Life's home office employees has a membership of more than 200. Seventeen company officers are honorary members. Besides aiding camera enthusiasts with their hobby the club supplies many excellent photos to "Good Fellowship News," published monthly by the New York Life Good Fellowship Club in the interests of the home office staff. "Nylc Review," agency magazine, also uses occasional shots. Activities also include semiannual exhibits of prints made by members, outings, and lectures by experts in various fields of photography. The club publishes a bulletin, "Monochrome and Color." H. F. Noah, inspection department, is president, having succeeded B. H. Hill, investment law department. Other officers are L. J.

Ryan, vice-president; Adele C. Hartling, secretary, and H. J. Farrell, treasurer.

Active in A. M. A.

Three officers or directors of the American Management Association are insurance men. J. L. Madden, third vice-president Metropolitan Life is treasurer; W. A. Sullivan, insurance manager, Loose-Wiles Biscuit Company, Kansas City, Mo., is vice-president in charge of the insurance division and R. H. Blanchard, professor of insurance, school of business, Columbia University, is a director and served last year as insurance vice-president.

Seek Mays' Assets

HARRISON, ARK.—A suit has been filed here in an attempt to have property valued at \$100,000 held by the Mays Manufacturing Company declared to be assets of the bankrupt estate of Ed Mays, former president of the old Continental Life of St. Louis and the defunct Grand National Bank of that city. The assets in question are title to a \$7,500 mercantile store at St. Joe, Ark.; six large farms in Searcy County, Ark., and a 3,000 acre tract of land in San Jacinto County, Tex.

McCullough Observes Anniversary

Wendell Hanselman, Cincinnati, superintendent of agencies, Union Central Life, and T. L. Fowler, district supervisor, attended the anniversary celebration of the J. H. McCullough agency at Columbus, O. The agency has shown an increase of over 56 percent in new sales for the first five months.

Mutual Benefit Life agents in Kansas gathered in Wichita to greet E. C. Kenagy, new general agent.

The Great Northern Life has been licensed in Virginia to write life, accident and health lines.

Life Insurance Is For The Living

Men own life insurance not because they expect to die but because they know someone else must live. They realize that death means a loss that must be paid by the living dependents or by a life insurance company.

How will your loss be paid?

Shenandoah Life
INSURANCE COMPANY, INC.
A VIRGINIA COMPANY
Roanoke, Virginia

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FRANK M. SPEAKMAN

CONSULTING ACTUARY

Associates
Fred E. Swartz, C. F. A.
E. P. Higgins
THE BOURSE PHILADELPHIA

LIFE AGENCY CHANGES

Horton Heads Ninth Home Life Metropolitan Agency

With the formation of a new general agency in Newark headed by Lester Horton, Home Life now has nine general agencies in the New York metro-



LESTER HORTON

politan area. Mr. Horton's office will be installed in the Raymond-Commerce building. The new general agent entered the business as a personal producer with Penn Mutual in 1932 after graduating from Rutgers. His production average is better than \$250,000. In 1937 he was made agency supervisor for Connecticut Mutual in Newark where he made a record in recruiting and training. He is a member of the executive committee and chairman of the luncheon committee of the Life Underwriters Association of Northern New Jersey and was elected secretary of the state association at its annual meeting last week.

Metz Heads Rockefeller Center Travelers Branch

James T. Metz, assistant manager of the life department at Newark for Travelers, has been promoted to manager at the Rockefeller Center office, New York.

John T. Henderson, who has been manager at Rockefeller Center, becomes agency instructor for the metropolitan New York district, with headquarters at 55 John street.

Gordon A. Hopf of New York has been appointed a field assistant at 55 John street.

George E. Moser of Harrisburg, Pa., has been appointed field assistant in the Reading branch with headquarters at the agency branch at Harrisburg.

Thomas J. Neukomm of Muncie, Ind., has been appointed a field assistant of the Indianapolis branch.

Alfred J. Roberts of Winnipeg has been appointed field assistant at the Winnipeg branch.

Lester Hoover, formerly with the Bert Berry agency, representing the Travelers in Hutchinson, Kan., has taken

charge of the new life and accident department of the Long-Coffin agency of that city.

Nevill Goes to Dothan, Ala.

E. K. Nevill of the Protective Life has moved from Birmingham to Dothan, Ala., to become general agent in the latter city. He joined the company in 1937 after he had graduated from Birmingham-Southern College. He worked for a while in the home office and then became associated with the home office agency. B. S. Slingluff, who has been general agent at Dothan, will continue in that capacity but he is giving much of his time to his general insurance business.

Hillis Rhyam with Prudential

Hillis C. Rhyam, who recently resigned as Milwaukee manager of the Guardian Life, has joined the Sidney Herzberg agency of the Prudential ordinary department there as agency assistant. He will do development work as well as personal production. Mr. Rhyam was with the Guardian Life there for nearly 15 years, after having

been with the Equitable Society more than four years. Before entering life insurance, he was state agent of the Hartford Fire 4½ years. He started with the National of Hartford as special agent in Indianapolis in 1914, and also was with the Niagara Fire as field man for a time before going to Milwaukee.

New Jefferson Standard Branches

Jefferson Standard Life has established a new branch at Phoenix, Ariz., to serve the entire state. Albert S. Adams, formerly district manager, has been appointed manager.

Another branch office has been opened at Casper, Wyo., serving the entire state. Ben L. Chastain, formerly district manager at this point, has been appointed manager.

R. W. Stevens in Portland

R. W. Stevens, son of the old time president of the Illinois Life, has gone to Portland, Ore., to become manager of the service bureau of the Merrifield Agency, general agent of the Connecticut Mutual Life. C. F. Merrifield some years ago was also connected with the Illinois Life. In fact, he and Raymond Stevens worked as field men for the company for two years, recruiting agents and getting them started. Hence

The WALRUS



Dynamic, energetic, enthusiastic William Avon Fraser, Bankerslife Agency Manager for Western Nebraska, believes in practicing what he preaches; in leading by example.

Mr. Fraser has frequently defined for salesmen in his Agency his concept of a day of hard work in the field. The other day he staged a practical demonstration. Choosing a county in which no Bankerslife salesman lives, he selected four policyholders and a couple of "suspects" residing therein, arose at 5:55 a.m., drove 57 miles, had breakfast, started in. Here's his report for the day:

Eight o'clock—first call—policyholder, age 64. Secured two prospects' names, one a son who was out of town for the day; second, a farmer.

Call number two, on another policyholder. Again, two prospects. One a relative, the other a young man about to be married.

Call number three. Policyholder, age 30. Sold him \$2,000 Endowment at Age 85.

Lunch.

Went back to man who bought the \$2,000 policy, changed the application to \$3,000 Life Paid Up at Age 70 with Family Maintenance rider. Secured settlement, made appointment for his examination at 7:10 p.m.

Call number five. Policyholder not in market for himself, but will buy for his children later. Secured five good leads.

Change of Age call. No sale.

Call number seven. Professional man, policyholder. Had good interview. He is giving me all of his policies so that I may program his insurance. Interview with him next week.

Dinner. Meal over, wondered whether to call on a doctor on whom I have a lead, or the farmer on whom the policyholder gave me a lead in my first interview this morning. Decided to go back to that man on his age change. This sale was easy! It's for \$2,500 Income to Insured at 65 with Family Maintenance rider.

Results for day: Eight calls, five sales interviews, two sales for a total of \$11,000, enough prospects for four days' work. All this from five policyholder calls and one call on a Change of Age prospect!

—BLC—

BANKERS LIFE
DES MOINES
Established 1879 **COMPANY**

"GUARANTEE MUTUAL MEN MUST SUCCEED"

BUILDERS of MEN

LET'S TALK ABOUT: → *Motivation*

How many set sales presentations should an agent know?

How many do you know?

What plans have been found most effective in encouraging agents to use them to best advantage?

What is the value of Agency meetings? How often should they be held? Contests? Production Clubs? Joint work?

At our unique two weeks' GENERAL AGENT'S CONFERENCE, the questions on sales presentations have a two-fold advantage. Conclusions help General Agents in their agency work and such discussions also help the General Agent to brush up his own sales presentations. More effective work means more profits for all concerned.

"Forward in Forty" really means something with us.

A. B. Olson, Agency Vice-President



Ask our General Agents about the value of our GENERAL AGENT'S CONFERENCE. It is a part of the "Builders of Men" agency plan.

GUARANTEE MUTUAL LIFE COMPANY

OMAHA, NEBRASKA

ORGANIZED 1901

Our Income Continuance plan provides monthly payments for life to our agents beginning at age 55. Ask about it!

Jefferson Standard agents get close cooperation and constructive sales helps from the home office.

JEFFERSON STANDARD
LIFE INSURANCE COMPANY

HOME OFFICE • GREENSBORO, N. C.

the two men are well acquainted. Mr. Stevens' work largely is in connection with conservation and renewal work. However, he has also been successful in selling some insurance for the Connecticut Mutual in Portland. The Merrifield agency has over \$11,000,000 insurance in force. Mr. Merrifield has been general agent since August, 1938. Prior to that time the agency was paying for \$500,000 a year and last year paid for over \$1,000,000. This year indications are that the agency will produce \$2,000,000. Raymond Stevens is a young man of fine ability.

Huddleston to Mutual Life

Roy L. Huddleston, who has been district supervisor for the Provident Life & Accident at Indiana, Pa., has joined the Mutual Life of New York as district manager in Huntington in charge of seven counties in southern West Virginia.

Poindexter with Penn Mutual

Marlin H. Poindexter, Wichita general agent of the Mutual Benefit Life for eight years, and 25 years in life insurance, has been named manager of a new department of the Wayne Clover agency of the Penn Mutual Life in Kansas City. Mr. Poindexter will have charge of organized service to orphan policyholders in outlying territory.

Lohner Joins Central of Iowa

Don B. Lohner has been appointed supervisor for western Iowa and eastern Nebraska for Central Life of Iowa.

His headquarters are at Sioux City, Ia. For the past year he has been manager at Sioux City for Northwestern National Life and prior to that for 11 years was with Penn Mutual in Des Moines.

Rearrange Nashville Set-up

Irby Bright has been named general agent at Nashville of its life department by the Provident Life & Accident. B. G. Alsop is associate general agent.

A. K. Washburn has been appointed district manager. W. H. Baker will continue as general agent of the accident department.

Ford General Agent in Newark

W. O. Ford has been named New Jersey general agent by the Security Mutual Life of New York with offices in the Raymond-Commerce building, Newark. G. B. Clarke, who has been with the home office for many years, has been made life department manager.

NEWS BRIEFS

Lester Hoover, formerly with the Bert Berry agency, representing the Travelers in Hutchinson, Kan., has taken charge of the new life and accident department of the Long-Coffin agency of that city.

The Ohio State has appointed A. J. Strang general agent at Beaver Falls, Pa.

W. F. Arnold has been appointed unit supervisor of Toronto Queen branch of the Sun Life of Canada.

MANAGERS

Meet in Santa Monica June 22

LOS ANGELES—Vice-president W. J. Stoessel, Life Insurance Managers Association, announces that the next regular meeting will be held at Santa Monica, June 22, in connection with the annual convention of state association of life underwriters, and that it is intended to have present, if possible, Commissioner Caminetti, Jr., Chief Assistant Commissioner E. P. Fay, President of the Los Angeles Chamber of Commerce J. L. Van Norman, who is head of one of the larger insurance agencies in the city.

Cincinnati Annual Dinner

CINCINNATI—The annual dinner meeting of Associated Life General Agents & Managers of Cincinnati will be held June 21 at Kenwood country club. A golf tournament will precede the dinner. Following the dinner, new trustees will be elected.

Memphis, Milwaukee Join

The Memphis and Milwaukee local associations have been voted into active membership of the Life Agency Cash-

iers Association of the United States and Canada, bringing the total membership to 16. At least five more associations are expected to affiliate in the near future.

The date for the annual "play-day" of the San Francisco General Agents & Managers Association has been changed to June 28.

Phoenix Seeks Meeting

C. W. Bond of Phoenix, Ariz., president Arizona Association of Insurance Agents, has addressed the members of the National Association of Insurance Commissioners inviting the organization to hold its 1941 convention in Phoenix.

Lindner Wins Carr Trophy

B. E. Lindner of Cleveland won the Fred P. Carr achievement award trophy of the Central Life of Des Moines for March and April. He had the highest percentage of business improvement for the two months.

J. J. Donnellan, Sr., who has been in the general insurance business for several years has become general agent of Midwest Life in five counties in eastern Kansas, with headquarters at Emporia.

A Milestone On a Friendly Road

On June 3rd, 1903, The Manufacturers Life opened its first United States Branch Office at Detroit, Michigan. Since that time, the United States Division has had steady and healthy growth and to-day comprises one of the Company's most productive and promising fields of operation.

On the occasion of this anniversary the Company salutes its United States organization, and pays tribute to its ability, loyalty and untiring efforts. The Company also expresses its appreciation of the friendly relationships that have grown throughout the years with the American companies, whose co-operation and good-will in Home Office, Agency and Field have made the pathway a pleasant one to travel.

At age thirty-seven our United States organization is looking ahead to steady growth in physical stature and in the power to achieve worthwhile results. It looks ahead also to cementing further the ties of friendship which it has been privileged to enjoy through these many years.

THE
MANUFACTURERS LIFE
INSURANCE COMPANY

Established 1887

HEAD OFFICE

TORONTO, CANADA

INSURANCE IN FORCE, 590 MILLION DOLLARS
(Including Deferred Annuities)

ASSETS, 177½ MILLION DOLLARS



A Popular Favorite

A Minnesota Mutual plan gaining wide acceptance is the Pay Roll Deduction Plan (now operating in over 350 firms) with advantages not found in other salary savings plans. An arrangement mutually attractive to employer, employee and agent.

In addition we offer our Field Force:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular—Family—Juvenile—Women—Group—Payroll Savings, etc.
10. Low monthly premiums.

A \$230,000,000.00 Mutual Company, 60 years old with an understanding, cooperative Home Office.

**THE MINNESOTA MUTUAL
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota

LIFE SALES MEETINGS

Mass. Mutual Life Concludes Meeting Series for 1940

Concluding its 1940 six-point program of educational conferences, the agents association of Massachusetts Mutual Life met at Green Lake, Wis. J. Hawley Wilson, Oklahoma City general agent, was chairman. Among company executives attending were A. T. Maclean, vice-president; J. C. Behan, vice-president; Dr. Morton Snow, medical director; A. D. Lynn, assistant director of agencies; J. M. Blake, manager of field service, and E. W. Gale, agency assistant.

The meeting was attended by agents from Colorado, Kansas, Missouri, Oklahoma, Iowa, Nebraska, Illinois, Minnesota, Wisconsin, Indiana and western Michigan. The opening address was given by Mr. Maclean, and Mr. Behan gave recognition of outstanding sales records.

E. J. Sawyer, LaSalle, stressed the underwriter's need for a definite plan of action toward "Making Every Minute Count." R. S. Loeb, Chicago, picked up the trend of thought, discussing "Self-Determination."

Speaking on, "There Is No Substitute for Life Insurance," A. J. Nussbaum, Milwaukee, focused attention on successful sales technique in giving an impelling presentation, answering objections and closing the sale.

F. D. Murphy of the Peoria agency pointed out the increasing opportunities in "The Business Insurance Market." President M. J. Cleary of Northwestern Mutual Life was the invited speaker on the first day's program.

C. L. U. Luncheon

A luncheon sponsoring the C. L. U. movement was led by C. L. Scott, general agent at Kansas City and a trustee of the American College of Life Underwriters. Carl LeBuhn, Davenport, Mr. Lynn of the home office and Donald Kissinger of Peoria, all C.L.U.'s were speakers.

"A Man's Problems and How Life Insurance Meets Them" was discussed by O. B. Anderson, Minneapolis, at the special meeting for new agents, with John P. Veith, St. Louis, as chairman.

E. W. Hughes, general agent at Chicago, was chairman of the next day's session. G. W. Ittig, St. Louis, reviewed the Massachusetts Mutual settlement options discussing the service and sales advantages which they afford to the company's agents. F. Earle Cavette of Peoria told of the program he follows in converting term policies into permanent forms.

Dick LeBuhn of Davenport conducted a clinic on "Closing Methods That Win." The speakers were C. S. Gray, Battle Creek; R. E. Dawson, Tulsa; W. H. Bockes, Lincoln; C. W. Scott, Kansas City; and R. H. Habbe, Indianapolis.

Fact-finding as an essential in successful prospecting was stressed by R. P. McCaskey, Chicago, under the title "Information I Must Secure from My Prospect." Following through, E. C. Prah, Milwaukee, discussed "Information I Must Give My Prospect." In a talk titled "Paint a Picture," T. M.

Green, Oklahoma City, told how he uses motivating stories in selling.

Vice-president Behan concluded the meeting with a timely talk on "Happy Landings," urging the agents to put their best effort and ability into the work at hand, taking full advantage of the increasing public consciousness of the need for life insurance brought about by the psychological reaction of the European war.

Aetna Life's Plans for Its Conference

A large delegation from the head office of the Aetna Life will be present at its annual life insurance convention at White Sulphur Springs, W. Va., July 8-10. President M. B. Brainard, as usual, will be present. From the agency department will be Vice-president S. T. Whatley, Agency Secretary R. W. McCreary, Superintendents of Agencies R. B. Coolidge and A. H. Hiatt, Jr., Field Supervisors N. M. De Nezzo, E. H. Snow and W. C. Abbey, Agency Assistant E. M. Reed and J. K. Luther, editor of "Life Aetna-izer." Assistant Secretary O. H. Jessie will be on hand from the accident department. Vice-president and Actuary E. E. Cammack is on the list to attend. Assistant Auditor H. E. Wright will be in the delegation.

Large Delegation Listed

From the Aetna Casualty & Surety will come Vice-president C. G. Hallowell and Manager A. C. Givens of Wheeling, W. Va. Assistant Secretary L. O. Kinne of the claim department and Vice-president-Comptroller R. W. Myers are listed as home office attendants. Secretary C. T. Hubbard from the two fire companies of the Aetna Life

group, the Automobile and Standard Fire, will be on hand. Assistant Secretary I. F. Cook of the group department, Associate Counsel Berkeley Cox, Assistant Medical Director J. Grant Irving, Vice-president W. H. Dallas, Chief Underwriter E. R. Carter, are all listed.

At the western regional conference at Del Monte, Cal., there will be present from the home office President Brainard, Vice-president Whatley, Agency Superintendents Coolidge and Hiatt, Field Supervisor DeNezzo, Field Auditor S. A. Young, Managers C. A. Bonner of San Francisco and Leland Mann of Los Angeles, Assistant Secretary Cook, Western Medical Referee John W. Wear, and Vice-president Dallas.

Program Given for Old Line Life Rally

The program is announced for the 30th anniversary convention of Old Line Life of Milwaukee at Lawsonia, Green Lake, Wis., June 23-26.

At the business session the first morning, H. A. Woodward manager of the A. & H. department, will preside. Paul A. Parker, agency director, will give a talk. President John E. Reilly will extend greetings and Vice-president J. H. Daggett will be heard.

G. A. L'Estrange, A. & H. manager of Wisconsin National Life, will give an address "Human Insurance." Louis Behr, million dollar producer for Equitable Society, Chicago, will give a talk on his prospecting and programming

system. There will be recreation in the afternoon and that evening will be the banquet of the Star Leaders Club of which F. J. Voight is the new president and J. R. Roets, the retiring president. Mr. Parker will be toastmaster.

The next morning there will be a skit entitled "Thirty Years of Progress" with a cast of 11. There will be a showing of the "American Portrait." That afternoon there will be a picnic. The final feature will be a breakfast session with Mr. Daggett as chairman. There will be a talk by the Rev. E. S. Hjortland and Mr. Parker will speak the farewell.

Metropolitan Conferences Held in Central Territory

The Metropolitan Life is holding a series of conferences in its central territory, with Walter S. J. Shepherd, superintendent of agencies, in charge at Columbus, O. Welfare work was explained by Margaret Leddy, territorial supervisor of nurses. Paul Snyder and Oscar Polster, field training supervisors, staged a playlet, "Dual Personality of Agent George Smith." R. B. Greenberg, field training supervisor, discussed selling accident and health insurance. K. C. Eddins, agency supervisor, conducted a true or false quiz. H. J. Wyatt, agency supervisor, presented awards to leaders.

F. J. Slackford, group division supervisor, discussed his department's activities, and C. L. Burden, division supervisor of field training, made some announcements.

A luncheon was held at which "An American Portrait" and "Two Hundred

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Liberal Agency Contract . . .
Build Your Own Agency . . .
Diversified Policies
Life, Accident and Health

For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager

**WISCONSIN NATIONAL
LIFE INSURANCE COMPANY**

OSHKOSH, WISCONSIN



THE
POLICYHOLDERS' COMPANY

SINCE 1845

The Mutual Benefit

LIFE INSURANCE COMPANY

ORGANIZED 1845 • NEWARK, N. J.

Assets at close of 1939,
\$87,500,000 —
highest in history.

**JEFFERSON STANDARD
LIFE INSURANCE COMPANY**

HOME OFFICE • GREENSBORO, N. C.

and Fifty Metropolitan Years" films were shown.

Other central territory luncheons and conferences were held in Charleston, W. Va., Louisville and Akron, O., last week and this week at Cincinnati, O., and Fort Wayne, Ind. Conferences are scheduled for Indianapolis on June 19 and Cleveland June 20-21.

GREAT LAKES TERRITORY PARLEY

GRAND RAPIDS, MICH.—Some 300 leading agents of the Metropolitan Life in the Great Lakes territory attended a conference here in charge of Austin T. Schussler, superintendent of agencies.

H. R. Posson, former field training instructor here and now division supervisor in New York, took a role in a playlet produced by representatives of the field training division. A "quiz" was conducted by G. J. Fullman, field training supervisor.

S. D. Risley, assistant superintendent of agencies, talked after luncheon and Mr. Schussler closed the rally. Arthur W. Trethewey, third vice-president, was present. Several sales films were shown.

Varied Schedule Offered at Franklin Life Rally

The agency convention of Franklin Life gets under way July 15 when the party will leave Washington for Norfolk, Va., by boat. From Norfolk they will go by bus to the Cavalier Hotel at Virginia Beach, where they will stay for two days of swimming, golf, etc. On the third day the party will visit Williamsburg and other spots in the Tidewater country prominent in early American history. Back to Washington by boat, the Franklin group will spend the last day of their trip sightseeing in Washington. A large number of agents and their wives plan to attend this meeting with home office executives and their families.

Two N. Y. Life Units Hold Rally

The Worcester and Springfield branch offices of New York Life held a joint spring meeting in Worcester. The speakers were: Charles J. O'Connell, of the Nylc Service Bureau; Inspector of Agencies Frank B. Summers; and Harry J. Talman, vice-president of the Top Club.

The meeting was under the supervision of Paul A. Norton, agency director of Worcester, and Ernest N. Worthen, agency director of Springfield. Agency Director George E. Awde, Jr., of Rhode Island, was a guest. Seven members of the local medical staff attended.

Great-West Sales Congress

A sales congress for agents of the central Ontario branch of the Great-West Life was held in Toronto. T. M. Taylor, manager of the Central Ontario branch, was in charge.

H. A. H. Baker, assistant general manager and superintendent of agencies, representing the head office, spoke on "Business as Usual" and C. F. Dunfee, superintendent of agencies for Ontario, on "Creating Buyers" and "Practice Selling."

Will Meet New President

The first agents of the New York Life to meet the new president, G. L. Harrison, will be the members of the Top Club, which will meet at White Sulphur Springs, Aug. 27-31, and the \$200,000 Club, which will meet the two following days.

B. M. A. Regional at Columbus

Agents of Business Men's Assurance from Ohio, Michigan and West Virginia attended a regional meeting in Columbus, O., last week in connection with the annual meeting of the National Accident & Health Association. President W. T. Grant, who was a speaker at that

CHICAGO

EQUITABLE SOCIETY DEDICATION

President Parkinson of the Equitable Society, who spoke at the dedication of the new Equitable building in Chicago last week, called attention to the fact that the company has in force in Chicago \$200,000,000 of ordinary insurance and \$200,000,000 of group. He further said in keeping up the aliteration of the "200," it has 200,000 ordinary and group policyholders. President Parkinson was particularly interested in the policyholders service bureau on the ground floor. He said that the Equitable was primarily interested in rendering the most efficient service to its agents and policyholders.

Architect Root, who remodeled the building, was present at the ceremony. Later in private conversation he and President Parkinson expressed their interest in the revamping and remodeling of a building of this kind rather than tearing down a structure. They both stated that when a building has reached the stage where it is no longer modern it should not be torn down if its foundations and walls are substantial, but it should be rebuilt. The Equitable building, it was pointed out, is the only office structure in Chicago that is entirely air-conditioned. President Parkinson added, "This feature costs us plenty of money, but it is worth it."

J. H. BRENNAN IS HONOR MAN

James H. Brennan, Chicago general agent for Fidelity Mutual Life, has been notified that he was honor man for his company in May. Fidelity Mutual gives that designation to the producer each month who has the largest volume of paid premiums. Mr. Brennan's premiums in May amounted to \$4,400. It was the second time in 15 years that he had captured this honor.

PRUDENTIAL OUTING JULY 17

The A. Van Goldman ordinary agency of the Prudential in Chicago will hold its annual outing on July 17 at the Crystal Lake Country Club. Golf, softball and other sports will be indulged in. E. J. Hennessy is in charge of arrangements.

ILLINOIS BANKERS NEW OFFICE

The Chicago office of the Illinois Bankers Life has moved to Suites 404-14, 120 South LaSalle street. President Hugh T. Martin has his legal office in connection with the life insurance headquarters. The new telephone number is Central 8393.

COLLECTING AMOUNTS DUE

There are outfits making an appeal to policyholders that have lapsed their insurance and have some equity in their policies offering to collect the amount for a fee. This is a veritable racket inasmuch as anyone having any equity in a policy can obtain all that is due him by dealing direct with a company. In fact, companies go to the expense of advertising policies that are lapsed, seemingly overlooked or forgotten. Attention is called to the fact that equities are due a policyholder or beneficiary and proper address is asked so that the amount can be paid. Companies are always anxious to meet their obligations and where there is an equity forthcoming to the policyholder he will have no difficulty whatever in securing it.

meeting; J. C. Higdon, vice-president in charge of sales; H. J. Ramsey and G. T. Tritch of the sales department were in attendance from the home office. E. W. Welton of Columbus, Ohio manager, was in charge of arrangements for the meeting.

The National Guardian Life of Madison, Wis., will hold its agency convention at its home city, Sept. 19-20. The company then will celebrate its 30th birthday anniversary.

RECORDS

Equitable Life, Ia.—May was the fourth successive month in the plus column, with \$3,883,816 of paid business. The gain was 18.2 percent as compared with May, 1939. For the first five months sales were \$20,559,640, which exceeds by more than \$200,000 the paid writings of the corresponding period in 1939. The St. Louis agency, C. M. Vaughan, general agent, was the leader in May. J. M. Howell, Ft. Collins, Colo., was the leading personal producer in volume and number of applications, and is the leader for the first five months.

Great-West Life—Production in May exceeded that of any previous May; 1,982 applications were received for a combined volume of business that was 45 percent ahead of May last year. The group division had 13 new cases, an all time monthly high. The Chicago agency led the company in volume. Winnipeg led the Canadian section. C. C. Lindsey, Carbondale, Ill., was the leading producer in the United States.

General American Life—New paid-for business the first four months of 1940

exceeded that of the same period a year ago by 25 percent. New paid-for ordinary for April was 21 percent more than in April, 1939. The largest increases for April were in Oklahoma, Arkansas, Michigan, Nebraska, Texas and California.

Northwestern Mutual Life—For the third consecutive month business showed a marked upswing as compared to a year earlier. March showed a 26 percent gain in new paid-for, April 37 percent and May 26 percent, with June continuing the upward trend.

Lincoln National—A 5.7 percent increase in submitted business for May (Hall month) over the same month a year ago is reported, there being 9 percent more applications submitted in May this year than last.

The month honored Chairman A. F. Hall who celebrated this year his 35th birth month anniversary as head of the company. Gearing their actions to the slogan, "35 days for 35 years," all field men united in a 35-day contest during the last four days of April and all of May.

National Life—During May new paid business exceeded that of May, 1939 by 39.71 percent, which, added to a gain of 50.25 percent in April, 1940 over



THE LIFE INSURANCE AGENT —

A FRIEND OF THE BUSINESS EXECUTIVE

THE value of life insurance in the business world has been proved many times. It may be used to protect a partnership, to protect a corporation against the



loss of a key executive, to buy up the stock of a large stockholder, to protect a company during a period of expansion, and in many other ways familiar to the trained life insurance representative.

Berkshire Associates are keenly aware of the possibilities of business life insurance, and

receive splendid training in this branch of their profession. In addition, they are not only able, but are ready and willing to give their assistance in the handling of this form of life insurance.

This is another reason why Berkshire Associates are outstanding in their profession and communities.

Ask any **BERKSHIRE** *Associate*
LIFE INSURANCE COMPANY
 INCORPORATED 1851
 FRED H. RHODES, President PITTSFIELD, MASS.

April, 1939, brings the total new paid business for the first five months well ahead of the same period of 1939.

Insurance in force increased by \$1,335,077 during May, bringing the total increase for the first five months to \$6,606,863.

Bankers Life, Neb.—The 1940 May campaign, held each year as an anniversary celebration of the company's organization, was one of the most successful in recent years. It paid for almost \$1,750,000 in the month to reach a paid-for total unexceeded in any of the previous year's campaigns. One of the outstanding features of the campaign was the largest single day of paid business in its history.

Business Men's Assurance—New all-time high records in paid production were established for May and the five months period. The gain for that period was 10.6 percent. The San Francisco office under the management of J. P. Baldwin, vice-president and California manager, led the organization for the month. Four other branch offices, Little Rock, Port-

land, Ore., Nashville and Oklahoma City, also broke all previous records for the month.

Robert Sanders, district manager at San Diego, Cal., who held the all-high monthly record in volume of life insurance surpassed his previous achievement in May, thereby winning another prominent position. He also led the sales organization in paid production, followed closely by G. L. Kyle of Santa Ana, Cal., and L. B. Isaacson, district supervisor at Ogden, Utah.

Murrell Brothers, general agents Mutual Benefit, Los Angeles—Submitted business in May exceeded \$1,000,000, exclusive of term insurance and annuities. April business also exceeded \$1,000,000.

W. S. Vogel, Newark general agent, led the Columbian National Life in paid business for May.

W. H. Van Sicker, St. Louis general agent State Mutual Life, reports a 57 percent gain in new business for first five months.

J. M. Royer general agency, Penn Mutual Life, Chicago—Led that company's agents countrywide for first four months in increase over quota.

shows the amount of insurance necessary on each plan to guarantee the insured sufficient cash at age 65 for a life income of \$10 monthly.

Federal Life's New Form

Under date of June 1, Federal Life adopted a non-participating term to age 70 policy, convertible to age 65. The contract has all the regular non-forfeiture features. Minimum policy, \$2,000. Rates per \$1,000 are as follows:

Age	Prem.	Age	Prem.	Age	Prem.
15....	\$10.48	29....	\$13.43	43....	\$20.32
16....	10.63	30....	13.73	44....	21.21
17....	10.79	31....	14.04	45....	22.15
18....	10.96	32....	14.37	46....	23.41
19....	11.14	33....	14.72	47....	24.76
20....	11.32	34....	15.09	48....	26.20
21....	11.51	35....	15.48	49....	27.75
22....	11.71	36....	15.89	50....	29.38
23....	11.93	37....	16.41	51....	30.56
24....	12.15	38....	16.96	52....	31.80
25....	12.38	39....	17.53	53....	33.12
26....	12.62	40....	18.15	54....	34.52
27....	12.88	41....	18.80		
28....	13.15	42....	19.49		

Occidental's Annuity Rates

The Occidental Life of Los Angeles has reduced the yield on its single premium annuity. On a pure annuity with no refund a deposit of \$1,000 at age 25 will yield \$38.87 a year. Other ages and their returns are: 30, \$41.02; 35, \$43.75; 40, \$47.11; 45, \$51.40; 50, \$56.87; 55, \$63.95; 60, \$73.25; 65, \$85.65;

70, \$102.45; 75, \$125.68; 80, \$158.45; 85, \$205.80.

New Provident Mutual Option

Provident Mutual Life has now made available a new optional mode of settlement to be known as option 5. It will provide a guaranteed level income to the insured, and the designated other payee during their joint lifetime and the remaining lifetime of the survivor, with payments for 10 years certain. The insured or annuitant must be one of the payees. The installment certain under the new option will be participating. The dividends of excess interest will be the same as those for corresponding amounts of monthly income under option 4, 10 years certain.

Columbian National Adjusts Rates

The Columbian National Life will raise its endowment annuity rates July 1. Rates for single premium annuities will also be increased and the rates of interest guaranteed on settlement options will be adjusted downward.

The Penn Mutual Life has appointed G. O. Nolte district manager for Charles City, Ia., and vicinity, associated with the Harold Rugg agency of Waterloo, Ia.

NEWS ABOUT LIFE POLICIES

By JOHN H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

Penn Mutual Increases Retirement Income Maturity Values, Premiums, Etc.

Penn Mutual's retirement income contract will be placed on a higher maturity value basis effective July 1, resulting in increased premiums and increased surrender values prior to maturity. The new maturity values are: Male, age 55, \$1,894; age 60, \$1,701; age 65, \$1,522; female, age 55, \$2,088; age 60, \$1,894; age 65, \$1,701. These contracts are exchangeable without medical examination for fully paid-up life contracts when the cash value reaches a point equal to the full paid-up reserve for the attained age.

Herewith are given the annual premiums per \$1,000 insurance and \$10 monthly income:

Male			Female		
Maturity Age:			Maturity Age:		
Age	55	60	55	60	65
10	28.57	23.32	19.70	30.61	24.90
15	33.88	26.89	22.30	36.24	28.87
20	40.50	31.56	25.61	43.74	34.04
25	42.13	32.67	26.39	45.54	35.26
30	43.87	33.82	27.19	47.46	36.55
35	45.74	35.07	28.06	49.52	37.93
40	47.74	36.38	28.97	51.72	39.39
45	49.87	37.78	29.93	54.07	40.92
50	52.18	39.28	30.96	56.61	42.59
55	54.65	40.87	32.03	59.33	44.35
60	57.32	42.57	33.19	62.27	46.23
65	60.22	44.39	34.41	65.45	48.26
70	63.36	46.35	35.71	68.91	50.43
75	66.77	48.44	37.09	72.66	52.75
80	70.49	50.71	38.57	76.77	55.26
85	74.57	53.15	40.15	81.26	57.97
90	79.05	55.79	41.83	86.19	60.89
95	84.00	58.65	43.64	91.63	64.06
100	89.49	61.77	45.60	97.68	67.52
105	95.58	65.16	47.69	104.38	71.27
110	102.44	68.88	49.96	111.94	75.40
115	110.15	72.95	52.40	120.42	79.91
120	118.90	77.47	55.05	130.07	84.92
125	128.94	82.46	57.92	141.12	90.46
130	140.54	88.02	61.08	153.87	96.62
135	154.06	94.25	64.53	168.80	103.53
140	170.07	101.26	68.30	186.43	111.32
145	189.31	109.22	72.47	207.62	120.15
150	...	118.32	77.07	...	130.27
155	...	128.85	82.20	...	141.94
160	...	141.12	87.95	...	155.56
165	...	155.61	94.40	...	171.69
170	...	173.04	101.70	...	191.03
175	110.03
180	119.67
185	130.86
190	144.05
195	159.77

Penn Mutual did not raise the rates on the retirement income when action was taken by many other companies and, therefore, on this particular form has had about the lowest rates on the market. The change served to adjust the retirement income rates to the general level adopted by other companies. The effect is to increase the deposits from 4½ percent to 11½ percent, dependent upon the age at issue and retirement age selected.

Increases Single Premium Immediate Annuity Rates

Franklin Life of Springfield, Ill., announces, effective June 15, an increase in single premium immediate annuity rates consistent with present economic conditions. At the same time, the company has reduced the income payable under their retirement annuity contracts.

Retirement Annuity					
Income per \$100 annual premium unit (10 years certain)					
Male			Female		
Age	55	60	55	60	65
10	\$51.82	\$71.54	\$98.30	\$47.01	\$64.24
20	32.56	46.06	64.48	29.54	41.36
30	18.90	28.00	40.51	17.14	25.14
35	13.64	21.04	31.29	12.38	18.90
40	9.21	15.19	23.51	8.36	13.64
45	5.49	10.26	16.98	4.98	9.21
50	2.43	6.12	11.46	2.20	5.49
55	...	2.70	6.83	...	2.43
60	3.02	...	2.70

Single Premium Immediate Annuities					
Income purchased by \$1,000					
Age last Birthday	Life Annuity	Mo. Ann.	Cash Ref. Annuity	Mo. Ann.	
10	\$34.67	\$2.84	\$34.09	\$2.79	
20	37.14	3.04	36.31	2.97	
30	41.02	3.35	39.46	3.22	
40	47.11	3.83	43.90	3.58	
45	51.39	4.17	46.78	3.81	
50	56.86	4.61	50.24	4.08	
55	63.95	5.16	54.38	4.41	
60	73.24	5.89	59.39	4.80	
65	85.64	6.84	65.43	5.28	
70	125.67	9.86	81.60	6.53	
75	205.80	15.57	104.48	8.28	

Northwestern Mutual to Write Salary Savings

The Northwestern Mutual Life has announced that it will issue life insurance on the salary savings plan. The minimum requirement to qualify a case is delivery of business on five lives for \$2,000 or more each. Premiums are calculated by adding 4 percent to the annual premium and dividing by 12. The company will not require a minimum monthly premium per policy. The age and amount limits applying to regular business will prevail.

Members of an employee's family may apply for life insurance, and jointly with the employee authorize deduction of premiums from the employee's salary. The Northwestern Mutual will permit its present policyholders to change existing policies from regular mode of premium payment to monthly premiums under a salary savings plan.

The company has prepared a booklet quoting monthly premiums, regular and waiver. One section of the rate book

I WANT DIVIDENDS !!
NON-PAR IS BEST !!
why argue?

Because some people like policies that pay dividends and others like the lower priced non-par contracts, Franklin agents find that having both to offer is a great help—sometimes in the most unexpected manner.

One prospect believed in participating insurance so firmly that he listened to a Franklin presentation only because the agent had participating policies to sell—and then bought a non-par contract!

There is no par vs. non-par argument in Franklin sales talks—Franklin agents can offer whichever the prospect prefers.

56 Years of Distinguished Service

Over \$177,500,000.00 Insurance in Force

FRANKLIN

LIFE INSURANCE COMPANY

Springfield, Illinois

CHAS. E. BECKER, President

NEWS OF LIFE ASSOCIATIONS

Orchard Is Elected Iowa President

SIoux CITY, IA.—Phil Orchard, Sioux City manager Northwestern National, was elected president of the Iowa Association of Life Underwriters at the annual meeting held here. Max Kissick of Mason City, Aetna, is first vice-president; W. K. Niemann, Des Moines, Bankers Life of Iowa, second vice-president; and Merle E. Van Epps, Davenport, Mutual Life of New York, secretary-treasurer.

The 1941 meeting will be in Cedar Rapids. The reelection of James Rutherford, Des Moines general agent Penn Mutual, as national trustee was endorsed.

Holding its organization meeting, the Iowa Quarter Million Dollar Round Table selected L. P. Schwinger, Northwestern Mutual, Waterloo, chairman; R. O. Bickel, National Life, Cedar Rapids, and Charles Sessions, New York Life, Davenport, vice-chairmen; and V. S. Eagan, Bankers Life, Des Moines, as secretary-treasurer. L. Mortimer Buckley, Provident Mutual, Chicago, was a guest at the new unit's stag banquet. It was decided to hold one day educational meetings in the fall and spring and at state association's annual meeting. A committee will select the date and place for the fall meeting.

Registration Over 400

Registration at the state sales congress totaled more than 400 with many visitors from Nebraska and South Dakota attending. The congress opened with a tableau in which the speakers appeared on the stage in Indian dress, while an Indian garbed quartet sang and drums beat out a chant and the conventioners let out war whoops.

Charles J. Zimmerman, Chicago, National Association president, attacked the attempt of the federal government to encroach on the field of private life insurance.

F. H. Peterson, "chief" of the Sioux City tribe, opened the meeting by introducing Paul Otto, Davenport, "chief" of the state tribe and then the morning master of ceremonies, Earl Lemonds of Sioux Falls, president South Dakota association.

Too Many Loafers

Mr. Buckley, in talking on "How to Do It," declared "there are too many loafers in the insurance business and they are always sidestepping opportunity."

Edward R. Sees, Chicago, divisional group manager Metropolitan Life, warned the agents to avoid complicated ideas and to use more sense and less talk.

Mr. Rutherford presided in the afternoon.

W. W. Jaeger, vice-president Bankers

Life of Des Moines, cautioned against effort to "build a program designed to take care of the prospective policy buyer for the next 20 or 30 years as many changes in conditions will arise."

Mr. Jaeger said that all companies now are placing emphasis on quality rather than quantity business.

At the annual banquet Mr. Zimmerman spoke again. C. Petrus Peterson, general counsel Bankers Life of Nebraska, talked on "The Search for Security." People are richest, not when they count their wealth in dollars, but when they are happy with what they have, he said. This country was built on pioneer "confidence in tomorrow" and it will continue to grow if people of today hold that confidence.

Several of the companies, including Central Life and Aetna Life, held sales meeting prior to the congress.

Rutherford Addresses Chicago Annual Meeting; Houze in President's Chair

Urging that agents themselves should own more life insurance, work harder and cooperate among themselves, J. E. Rutherford, general agent Penn Mutual, Des Moines, at the annual meeting of the Chicago Association of Life Underwriters, outlined "the steps in a sale." This meeting served to introduce W. M. Houze, general agent John Hancock Mutual Life, in the capacity of president.

"Have in mind the needs our product serves and the problem it solves," said Mr. Rutherford. "Then fix the problem or need in the prospect's mind and forget the cash values." Giving an example of just what he meant by this statement, Mr. Rutherford showed a picture of 960 women waiting in line for a job that at capacity would hire 36. "When the prospect sees this picture and realizes that his wife may some day be one of these 960 women, you have definitely fixed the problem in his mind," he said.

Mr. Rutherford reminded his audience that in selling a producer should remember that there are three things a man owes his children—a mother's care during the early formative period, an equal chance during the adolescent period or college age, and an assurance that when he himself is old he won't be dependent upon them.

Buckley Reads Report

L. M. Buckley, outgoing president, in reading the president's annual report, announced that the membership committee has brought the membership up to a new high of 2,034, which is the largest of any life association in the country. Last year's report at this time showed 1,540, or an increase of 520 paid members. He also told that there had been 82 general meetings during the year, in addition to more than 300 com-

mittee meetings. There were educational meetings during the year, including 13 sessions of the R. & R. fundamental course, which has an enrollment of 301, and 24 sessions of the R. & R. tax course with an enrollment of 165. The film, "Yours Truly, Ed Graham," was given 101 showings, and since the "American Portrait" was released it has been shown to 43 audiences. Total attendance at the motion picture showings to June 1, he said, has been 10,408. Mr. Buckley told also about the work of various association committees.

Mr. Buckley commended the association on the response shown to the Red Cross drive, which started only last week and already has collected \$2,503. The report of the election judges was read by R. J. Wiese, Northwestern National.

Five 100 Percent Awards

W. H. Siegmund, assistant general agent Zimmerman agency of Connecticut Mutual Life, presented the 100 percent award. Those receiving them were: Marquiss & Ellsworth, E. W. Hughes, W. A. Alexander, E. B. Thurman and A. E. McKeough.

After his report Mr. Buckley introduced Mr. Houze, the latter giving a short address of acceptance. Mr. Houze called upon C. J. Zimmerman, president National association, to introduce Mr. Rutherford.

MacWhinney Elected Head of New Jersey Association

ASBURY PARK, N. J.—J. Bruce MacWhinney, Newark general agent John Hancock Mutual Life, was elected president of the New Jersey State Association of Life Underwriters at its two day convention here. W. C. Rogers, Sun Life of Canada, Asbury Park, was named vice-president, and John F. Lumsden, Prudential, Trenton, secretary-treasurer.

The Life Underwriters Association of

Northern New Jersey elected F. A. Dittmars, Massachusetts Mutual Life, president, succeeding E. C. Hoy. Other officers are: first vice-president, John C. Elliott, general agent Penn Mutual Life; second vice-president, Frank A. Williams, Mutual Life; treasurer, John W. Wood, assistant manager Prudential; secretary, Lester Horton, general agent Home Life. Ernest Finch, general agent Guardian Life; Philip Torsney, manager Metropolitan Life, and Edgar D. Carrough, Jr., Mutual Benefit Life, were elected directors. All are from Newark.

Seminars Are Held

The highlight of the convention were the seminars on prospecting, fact finding interviews, closing, answering questions, prestige and service calls, business and salary savings insurance.

In speaking at the closing luncheon, Dr. Frank Guy Armitage, New York City, on "Underwriting Underwriters" pointed out that there are two types that entered the life insurance field, one being the college man and the other the "drifter."

Paul Troth, assistant editor of "Eastern Underwriter" talked on "Ideas That Click."

The Northern New Jersey association now has 247 paid members. Ernest C. Hoy, retiring president, praised various committees for their hearty cooperation during his administration.

The state association passed resolutions opposing the ruling that life agents on commission come under the unemployment compensation act and favoring bills to exempt agents and to favor the act in conformity with the federal law.

Quigley Heads New Round Table

LOS ANGELES—The Quarter Million Dollar Club of Los Angeles has been organized and George C. Quigley, assistant manager Fidelity Mutual Life, was named chairman. Executive

(CONTINUED ON LAST PAGE)

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Columbus Mutual's NEW Hospital-Surgical Policy

Columbus Mutual scores again! Another new "sales-maker" that will show you extra income of as much as \$100.00 per month—as well as open the door of new insurance prospects. A policy that the public wants and is demanding. This was proved by the enthusiastic acceptance of Columbus Mutual's recent Hospitalization Policy. But now, with the added benefits of a Hospital-Surgical Policy your market has been greatly increased. Protection against surgical costs appeals to everyone . . . particularly when the premium is so little. Your prospects are not limited . . . the commission is good . . . and you can sell this policy without disturbing your present agency connection. So decide NOW to use it in your sales work. You'll profit!

Here's What It Pays!

1. HOSPITAL CONFINEMENT—Up to \$5.00 per day, for as long as thirty days in any one policy year, while confined in a recognized hospital in the United States or Canada.
2. OPERATING ROOM—\$10.00 ANAESTHETIC—\$10.00 X-RAY (except teeth)—\$5.00
3. SURGEON'S FEES—\$50.00, \$25.00 or \$15.00, depending upon class of operation, for surgical operation when performed in the hospital. Included in the Surgical schedule are all types and kinds of operations that are most prevalent.

Write Today to JAMES A. PRESTON, Sales Mgr.

The COLUMBUS MUTUAL LIFE INSURANCE COMPANY, COLUMBUS, OHIO

SUCCESS . . .

We desire two branch managers, one for southern Texas who must be a resident of that state, and one at Omaha, Nebraska. All our managers are salaried men as well as commission. State your qualifications and experience. The company has a plan of agency financing and up to the minute policies and selling plans. We have an understanding of field problems.

MODERN LIFE INSURANCE COMPANY

WINONA, MINNESOTA

M. A. Nation, President

LEGAL RESERVE FRATERNALS

Fraternal Code Is Being Presented

After many months work of the National Fraternal Congress law committee, that body has submitted to W. A. Sullivan, state of Washington commissioner and chairman of the fraternal committee of the National Association of Insurance Commissioners, a completed draft of a proposed standard fraternal insurance code. In many respects this conforms closely to the fraternal codes of New York and Illinois, which are accepted generally as models today.

The N.F.C. law committee is headed by J. M. Miller, Chicago, counsel Woman's Benefit, chairman; E. J. Jeffries, Maccabees; Fred A. Service, Protected Home Circle; E. W. Dillon, United Commercial Travelers; Arthur Fulton, Chicago, Security Benefit; R. T. Wells, Woodmen of the World, Omaha; Norman Sommerville, Independent Order of Foresters; George Perrin, Modern Woodmen, and L. A. Knight, Royal Neighbors.

The code would eliminate the old National Fraternal Congress valuation table and substitute the American Experience 4 percent table as a minimum on all new business. This provision has been made flexible by the stipulation that if a more desirable mortality table should be developed it could be used without redrafting the code, and the same flexible provision was inserted relating to juvenile insurance.

The code would require a corporate form of organization for societies rather than the old voluntary basis under which they originally formed and which was permitted in the laws of many states.

Eliminate Old Age Limits

Another important change is the elimination of all age limits, with the thought that age limitation in issuing insurance is a matter of actuarial and underwriting practice. Fraternal codes enacted in many states heretofore have set the age limits 16-60.

The new code contains standard and prohibited provisions which are substantially but not precisely those of the New York and Illinois codes.

There is now a specific provision for consolidations and mergers which precisely set forth the method to be followed. In many state fraternal codes the phraseology of this section has been ambiguous and uninformative, according to Chairman Miller. Another change is the setting of 18 months limitation of action on suits. In most states this

has been not a statutory provision but a contractual limitation and thus subject to widely varying interpretations by courts.

The incontestable clause provision is substantially the same as in the New York code with two years limit on various causes excepting military and naval service, matters affecting total and permanent disability clauses, etc., and five years limit for suicide.

There is a new section on twisting which sets up penalties for "misrepresentation, misleading statements and incomplete comparisons." This is a long, complete section which has been phrased so it is thoroughly modern and it is felt will greatly protect the societies.

The code gives the fraternal societies specific authority to maintain hospitals and asylums and to provide for nursing service, hospitalization, etc. Many changes of minor character intended mainly to clarify the law have been made.

It is expected that the proposed code will be considered by the commissioners at their meeting in Hartford June 25-27.

Fraternal Digest for 1940 Ready

The 1940 Fraternal Compend-Digest, the annual reference work providing authoritative facts and figures on practically all the fraternal societies writing life insurance in the United States and Canada is just off The National Underwriter press. In this book, the societies are treated as legal reserve life insurance organizations or as assessment societies according to their actual plan of organization and operation.

For each society, the exhibit is designed to indicate its financial and actuarial condition, the cost of insurance to members admitted at the present time and the essential features of the contracts now being issued. In addition, the Fraternal Compend-Digest shows a brief history of the societies' readjustments, if any, and its mergers, reinsurances, etc.

Rate Information Given

Rates are given in detail on prominent contracts together with any special charges such as the per capita tax or other fees. The contracts written, options allowed, the provisions for disability, for loans, for juvenile insurance, etc., are shown together with a statement of reserve bases used both in the past and at present.

Financial statement data in the Fraternal Compend-Digest includes a brief analysis of assets and liabilities; also a statement of income and disbursements, the society's "solvency valuation," mortality ratio, rate of interest earned and business written and in force. Insurance in force is also shown distributed according to the valuation bases used and wherever a society has both adequate rate and inadequate rate insurance in

force, the amounts of each are stated. In addition to a record of those societies which have changed their name or status in recent years, the Fraternal Compend-Digest also points out in each exhibit any unusual features of importance, peculiar to the individual societies now active. There is also a special tabulation of the number of certificates in force by states and provinces—a new feature this year.

Copies of the new Fraternal Compend-Digest may be obtained from The National Underwriter Statistical Division at 420 East Fourth street, Cincinnati. Priced singly at \$2, it is available in quantities at reduced prices.

Give Examination Report of Modern Woodmen

Assets of Modern Woodmen of Rock Island, Ill., as of Dec. 31, 1939, amounted to \$85,641,876 and general contingency reserves were \$4,098,806, according to the report of an examination by Illinois, Alabama and Nebraska, just released. Examiners state that Modern Woodmen is in solvent financial condition, its cash position is well maintained and the present diversification of investments affords adequate sources of additional liquidity; real estate holdings are being liquidated in an orderly manner without material loss, surplus funds are being invested in a diversified selection of income producing securities; operations during the period under examination have been profitable and the sizable gains realized from the certificate conversion program as well as from the normal insurance operations has permitted a strengthening of the certificate reserve standard and a general improvement of financial conditions. The volume of insurance written has not, however, proven sufficient to offset certificate termination and as a result the total insurance in force has been lessened.

Mortality experience has been improved and the expenses of agency and administration have been substantially reduced. O. E. Aleshire is national president and J. G. Ray, national secretary.

About 2,150 field representatives are actually engaged either on a full time or part time basis. Of this number 35 are state managers, 503 district managers, 333 field agents and 1,281 local

agents. Most of the field or local agents are part time representatives. Seven special field men are extending the program of conversion or certificate exchange.

The minimum amount of coverage issued is \$500, maximum liability is \$25,000. Age limitations for juvenile members are 0 to 16 and for adults 16 to 60. Modern Woodmen recently entered the substandard field and will issue such business if it can obtain 100 percent reinsurance of such risks.

Benefit certificates in force amounted to \$578,541,864.

Program for Medical Section

The Medical Section of the National Fraternal Congress will hold its meeting in Hurd Hall at Johns Hopkins University, Baltimore, Aug. 27. The subject of systolic apical murmurs and so-called functional murmurs will be presented in its clinical aspects by members of the staff of the hospital. This

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Provides All Popular Forms of
Life and Disability Insurance

A True Fraternal and a Mutual
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Home Office—Fargo, N. D.

"STRAIGHT THINKING"

may well be the title of the Coming Period between 1940-1950.

The officers of the Equitable Reserve Association have Faith in the Integrity and Common Sense of the American People and Pledge their utmost in Effort and Cooperation that the Equitable Reserve May Do Its Part to Further and to Share in the Progress of the Nation.

EQUITABLE RESERVE ASSOCIATION NEENAH, WISCONSIN

(A Great Friendly Society With A Record of 43 Years of Real Service to Its Members.)

PROTECTED HOME CIRCLE SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.

5% paid on funds held in trust—a continuous record since organization in 1907.

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**PURE PROTECTION
LOW COST
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Ordinary, Whole Life Policy Without Investment Features.

Life Insurance in itself is inexpensive.

We have many other unusual, money saving POLICIES that are worth investigating. Write for particulars.

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Life Insurance Company**
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A Legal Reserve Fraternal Life Ins. Society
309 W. Jackson Blvd., Chicago

THE WOMAN'S BENEFIT ASSOCIATION
Founded 1892

A Legal Reserve Fraternal Benefit Society
Bina West Miller, Supreme President Frances D. Partridge, Supreme Secretary
Port Huron, Michigan

presentation will be followed by a discussion of the insurance aspects of the problem. The section is having this session as a feature of the annual meeting of the National Fraternal Congress at Baltimore. W. G. McLaughry, Protected Home Circle, is president of the medical section.

Florida Fraternal Congress

The Florida State Fraternal Congress will hold its annual meeting June 20 in Harrington Hall Hotel, Ocala, with Abbie E. Holden, president, in the chair. There will be a dinner, an address by a leading fraternalist and a demonstration of drill teams.

Ohio Sales Managers Meets

COLUMBUS, O.—E. A. Fritz, Lawrence, Kan., secretary to the president of the Standard Life Association, was principal speaker at an all-day conference of Ohio field managers held here, with W. O. Rayborn, state manager, in charge.

Will Absorb A. O. U. W. of Mass.

As soon as the Massachusetts department approves the contract, the Ancient Order of United Workmen of Massachusetts will merge with the New England Order of Protection.

Homesteaders Hold Convention

DES MOINES—The Homesteaders held its convention here. Over 150 delegates, trustees and home office staff members attended the banquet.

Hughes Joins Union Mutual

G. M. Hughes, field director of the New England Order of Protection, has joined the Union Mutual Life in its Boston office.

Mrs. Frances R. Torkleson, member of the board of supreme managers of the Royal Neighbors of America, was honor guest and principal speaker at four conventions which included schools of instruction and adoption of members.

Florida Agents Challenge System

(CONTINUED FROM PAGE 3)

by-laws: "No agent, who does not maintain an insurance office of his own, or who conducts his insurance business at a branch or service office of any insurance company shall be eligible to become or remain a member of this association."

Thus the association excluded from its membership agents operating out of the branch office of Travelers Fire. The membership of the Jacksonville association was notified that adoption of that amendment placed Travelers in violation of the in or out rule.

The Florida state association makes public the substance of the Travelers position in the matter which is that every agent in the Travelers office in Jacksonville is a full time agent not engaged in any other business or enterprise, whereas there are members of the Jacksonville association that are en-

gaged in the lumber business, shipping, finance business and other enterprises whereby their insurance business becomes a sideline. With every Travelers agent, insurance business is his only source of income.

The life insurance company is the parent organization in Travelers and the practice in Jacksonville is one carried out throughout the country. The Travelers' conception of the insurance business is that an agent should be equipped to handle all of the insurance requirements of the client and although the life insurance business is the primary business of the Travelers group, they arrange in their branch offices to license their life insurance solicitors as fire and casualty men also. These agents are paid local agency commission on casualty business and 15 percent on fire business and are given desk space, telephone service, policy writing service, etc., by Travelers. These agents own their own expirations and they can at any time retire from the Travelers office, retaining their business or they may even take on representation of other fire insurance companies while they are located in the Travelers office.

No Objection from National Body

Inasmuch as this system is carried on throughout the country without any objection on the part of the National Association of Insurance Agents, Travelers expressed the belief that they are not in violation of any principles of the agency system.

This arrangement is exclusively one of the parent company. Whereas Travelers can bring men into the life branch and license them for casualty and fire, the fire insurance company cannot bring a solicitor to the office on its own.

Travelers feels that inasmuch as the Jacksonville Exchange has not had jurisdiction over the casualty business, if Travelers can satisfy Jacksonville insofar as fire business is concerned, the issue should be settled. Travelers expressed willingness to adjust the fire situation in practically any manner that will meet with the approval of the Jacksonville board and it would be unfortunate if there should be precipitated a dispute between the Florida agents' association and the Travelers.

Weekly Production Records

E. F. Voshall, East St. Louis, Ill., and A. C. Wood of the Oklahoma branch of the New York Life, have just completed 900 consecutive weeks of production. Mr. Voshall started with the company Jan. 23, 1921, and Mr. Wood in 1923. Harold E. White of Waterloo, Ia., has completed 700 weeks of continuous production.

Frank Interview Had with O'Mahoney

(CONTINUED FROM PAGE 5)

Main reason for the investigation, the senator declared, was that Hitler was gaining economic control of Europe and that the Senate felt that the United States must weld together its economic forces to be prepared for the coming economic war. He felt that the hostilities abroad were not a war between ideologies or between democracies and dictatorships, but instead was a war of two distinct economic principles. He was of the opinion that if Germany won the war, this nation would face a tremendous economic war with the Nazis, one which would have tremendous disastrous results if we lost.

So the investigation was not to bring out reasons why the government should take over this industry and that one, but rather to bring together all the components of the nation's economic forces, at the same time acquainting the people with our economic picture. He felt that to some extent, this had been done.

Secondly, rather than federal regulation or control, the aim was to bring to light whatever was wrong in the picture and then have the business itself do its own correcting. This, too, he believed, had been accomplished. He was of the opinion that the TNEC had justified itself in bringing out weak points in the economic structure; weak points which insurance and other lines of endeavor were eliminating by themselves.

Attitude Toward Agents

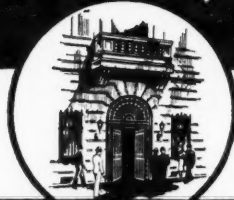
Reminded that a strong belief existed that the TNEC would recommend elimination of the agent on the ground that his commission was unwarranted and that his elimination would cut the cost of insurance to the policyholder, the chairman asserted that this, too, was incorrect. The TNEC had no intention of making any recommendation of this sort. One gathered the rather strong impression from his remarks, that the investigation had brought out the worth of the agent and that the committee now believed that the field force was an integral part of insurance and earned whatever compensation he received.

Summing up in brief the impressions gathered from more than an hour's conversation with Senator O'Mahoney, one finds that the business of insurance has nothing to fear from any recommendations or report of either the TNEC or the SEC; that there will be no attempt of any kind for federal control or federal regulation; that there will be no effort whatsoever made to take over the assets of the insurance business; that in-

surance, on the whole, in the opinion of the committee, came through the investigation with flying colors, and that the TNEC feels that whatever was wrong in the insurance business, is now being corrected by the business itself.

Mrs. Ann Bolte of Port Clinton, O., with the Toledo agency of the Ohio State Life, led its field force in the amount of insurance written the past month. Fred W. Hoch was second, Michael Nassar of the Pittsburgh agency third and P. J. Kieffer of Chicago fourth.

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OFFERS A POLICY FOR
EVERY LIFE Contingency



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FROM BIRTH TO THE
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Life and Endowment
Policy is so very flex-
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provides a complete
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gram.**

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men to build bigger in-
comes more quickly. For
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Commonwealth Life
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Pave the Way—An accident policy sale is the easiest way to get acquainted with your prospect and pave the way for other lines. For suggestions that sell read *The Accident & Health Review*, A-1946 Insurance Exchange Chicago. Sample 10c.

5.1% interest earned on invested assets in 1939. For several years the Jefferson Standard has led all major companies in the United States in this field.

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Sun Life of Canada
WORLD WIDE

BENEFITS PAID SINCE ORGANIZATION IN 1865
EXCEED \$1,295,000,000

HEAD OFFICE • MONTREAL

Sales Ideas and Suggestions

Agency Pays for \$150,000 a Month Business Coverage

NEW YORK—Believing that most agents fail to sell more business insurance because they talk in too general terms, Manager Abraham Bleetstein of the Equitable Society in New York City has for the last eight months steadily hammered home the effectiveness of selling business insurance on the basis of exactly what would happen to Mr. Prospect's business in case he should die. The result is that the agency's volume of business insurance now runs \$150,000 a month and there is every prospect that it will continue to increase. Furthermore, the business is coming from a number of agents rather than merely from one or two stars.

The procedure is illustrated in a case which Mr. Bleetstein himself recently wrote. The prospect was the sole owner of a thriving knit goods mill. Instead of discussing abstract principles Mr. Bleetstein painted for his prospect a word picture of the chaos that would ensue if the owner were to die during the busy season. He made statements and asked questions to make the prospect think.

Asks Specific Questions

Would there be enough money to keep the concern going until the goods could be fabricated and sold? Commitments made must be carried through. The estate is responsible for the lease on the plant, the offices, etc. Creditors' rights come before all others. Machinery, inventory, finished products must all be sold. The machinery may be of the finest quality but what will it bring second-hand at forced sale? Will the bank call its loan? Will creditors organize a committee to protect their interest?

This particular case resulted in a sale of \$25,000.

Frequently the owner of a one-man business will say that he does not need business insurance on the ground that he has ample personal insurance. This can be answered, Mr. Bleetstein found, by saying:

"You have worked hard creating and building what you now own. Why should it not go to your family intact? We do not live for ourselves alone. If you had an apartment house which gave you an income of \$5,000 annually would you say, 'I am not insured against fire because I have ample money and if the building burns it won't make any difference'? It just isn't good business to take such an attitude, just as it is not good business to take the attitude that you have ample personal insurance and can sacrifice values you have worked hard to build up."

Makes Situation Vivid

Likewise, in selling business insurance on partnerships and close corporations the principals must be made to see vividly what the situation of their heirs will be.

Mr. Bleetstein and his supervisory staff have made an increasingly large number of agents business insurance conscious by keeping the subject to the fore at agency meetings and in personal conversations. One strong point for selling business insurance is the larger average case which it entails. A recent case involved the sale of two policies for \$20,000 each on two members of a close corporation. The personal insurance of these men averaged about \$3,000 per policy.

so willing. They envisage very considerable prosperity if not an actual boom within the next few years. They expect a majority of the employables to be employed and a majority of plants to be working at or near capacity.

"Sometime since we published census figures in the Diamond Life Bulletins showing that there would be more people in the United States between the ages of 20 and 45—the buying ages—during the years 1940 to 1950 than there had ever been before, or ever will be again. That means purchasing power, and that means prosperity."

"In the final analysis, it doesn't make much difference about the war situation, about inflation, or about other national or international events, so far as my family is concerned. If I die and when I get old, income is going to be needed—and needed a lot worse than I think I need money now. If I were really honestly worried about conditions and wanted to wait six months or a year, I would certainly buy term insurance and thus at slight expense hedge clear across the board."

C. L. U.

Dr. Huebner Speaks to the Cincinnati Chapter at Its Guest Banquet

CINCINNATI—Following the example of the Washington chapter, the Cincinnati C.L.U. held a formal banquet to which 80 leading industrial and professional men were guests, in honor of the 13th anniversary of the chartering of the American College of Life Underwriters. Dr. S. S. Huebner, dean of the college, spoke.

Four years ago Dr. Huebner spoke at a similar meeting in Washington, D. C. Each year the Washington chapter has held a similar function to which the local C.L.U.'s invite influential friends. Washington politicians, professional and industrial men now vie for the honor of being invited and Cincinnati, well pleased with this first dinner, will doubtless continue.

Those in Charge

Cincinnati President W. J. Mack, Northwestern Mutual, appointed as general chairman, B. H. Wulfecketter, Massachusetts Mutual, Million Dollar Round Table man, and as vice-chairman and toastmaster, C. Vivian Anderson, Provident Mutual, second C.L.U. in the United States and first president of the chapter.

Guests included leading bankers, trust officers, C.P.A.'s, attorneys, doctors and representatives of leading business institutions.

Superintendent Lloyd of Ohio, spoke briefly. He said there was \$952,000,000 of life insurance bought in Ohio last year and total in force in the state now exceeded \$7,500,000,000.

Dr. S. S. Huebner's Talk

On the subject "The Professional Trend in Life Underwriting," Dr. Huebner first traced the growth of the C.L.U. movement. Thirty-six years ago there was only one university with a course in insurance; now there are more than 150 teaching insurance. In 1928 there were 64 candidates for the degree of C.L.U., and in 1940 there were 1,080 candidates.

"There are four distinguishing marks of a profession," Dr. Huebner said. "First, it must be inherently noble and generally useful. Second, the subject matter to be mastered must be of a substantial character. Third, there must be an honor code—laymen must

be able to repose confidence in the practitioner. Fourth, the calling must have a social aspect."

"In the early days of every profession the technique of selling is paramount and the acquirement and use of knowledge is secondary. Gradually as the trend toward professionalism grows, we come to assume as a pre-requisite, to take for granted, a reasonable technique, a reasonable skill, a reasonable development of personality—and then we lay more and more stress upon knowledge."

In the C.L.U. examinations four sections are devoted to knowledge and its applications, only one section to selling.

Mileposts Along the Way

"During the past 20 years, five mileposts have marked the progress of life insurance."

"The first is the life-value idea. Everyone is familiar with property values and most property values are insured. But the economic value of human lives on this continent is perhaps ten times greater than the property values, and are very greatly under-insured. I expect many books to be written on this subject and we will soon have as scientific a method of appraising a man's life value as we now have of appraising the value of a building or machine."

"The second milepost was the life-insurance-as-an-investment idea. We know that a life insurance contract may be considered as composed of a decreasing term contract and an increasing cash value or sinking fund contract. It is in effect a non-callable sinking fund bond and, as a bond, comes closer to filling the twenty-odd characteristics of an ideal investment than any other known investment."

"Third is the annuity principle, which

Chicago C. L. U. Annual Meet Set for June 19



JOHN D. MOYNAHAN

The annual meeting of the Chicago C. L. U. will be held June 19. John O. Todd of H. S. Vail & Sons will talk on "Organization for Tax Insurance Sales."

The nominating committee has proposed this slate: President, John D. Moynahan, manager Metropolitan Life; vice-president, Roland D. Hinkle, Equitable Society; secretary, Harry G. Walter, Penn Mutual Life. Directors: Robert C. Carson, Jr., Rockwood Co.; Robert J. Curry, Aetna Life; A. R. Houle, Massachusetts Mutual; Harry R. Schultz, Mutual Life; Clarence E. Smith, Northwestern Mutual, and James H. Ramsey, Home Life.

How to Handle War Situation

A. R. Jaqua of Cincinnati, associate editor "Diamond Life Bulletins" was asked by THE NATIONAL UNDERWRITER to comment on the following inquiry:

"During these days when people are in a state of fear and anxiety due to the war and to the uncertainty of the outcome, they do not want to make any commitments or assume any obligation until they see which way the cat is going to jump. In other words, the war scare and situation abroad have slowed life insurance production. What is the best strategy for an agent to employ and what are the best arguments for him to set forth under these conditions?"

Mr. Jaqua's Reply

Mr. Jaqua said in response: "On the whole such an objection to buying life insurance is either a phobia or alibi. In either case perhaps the best strategy is to hunt another prospect."

1. Logically of course the objector hasn't much to stand on. A man won't buy because of "uncertainty as to the outcome of the war." Will he buy if the Germans win? Will he buy if the Allies win? What difference does it make in any foreseeable length of time which side wins as far as the support of his family is concerned?

2. A citizen wonders what he is going to use for money for life insurance in view of the defense tax program. Anyone whose income tax is of sufficient size to make him worry, is making enough money to buy a reasonable line of life insurance. And if he doesn't have the line he wants for himself and his family, then he had better cut his

standard of living enough to get it. Death, disability and old age are no respectors of tax programs.

3. It is an odd thing that perhaps half of us will voluntarily cut our spendable income, 10 or 12 percent by buying things on the installment plan and yet make such a hullabaloo about putting 10 to 12 percent into life insurance. One is a way of spending money on the installment plan and the other is a way of saving money on the installment plan.

4. Another man worries about inflation. If one were sure that we would have a measure of inflation I wouldn't know any better buy than life insurance because one could pay premiums during the inflationary period with small dollars. Furthermore if one did die during the inflationary period his wife and children would certainly need all the dollars they could get, large or small.

"I notice in the reports that the Standard Oil Company of Indiana is starting out with the largest advertising campaign in its history. Metro-Goldwyn-Mayer has appropriated \$2,750,000 to advertise during the coming fiscal year. A television and radio corporation is adding 50 percent to its advertising outlay—and there are many others. I take it that these highly practical outfits are not investing huge sums for fun but are buying more advertising to make more money and because they think now is a good time to make more money."

"A bank in Cincinnati that was formerly rather active in soliciting loans at 3 percent, 3½ percent and 4 percent to replace life insurance loans is now not

is merely a process of orderly liquidation. We have always been a creative people; now we are learning how to distribute and liquidate what we have created. Only a life company is equipped to utilize the annuity principle.

"Fourth, of great growth in the last score of years has been the use of life insurance in protecting the dollar value of a man and the dollar value of a business, that is life insurance as property insurance—of which two examples are business insurance and tax insurance.

"Finally, we have the social phase which may be divided into three parts. First there is the social security part. Second there is the life conservation part. Many companies offer free examinations to policyholders, and not only have diseases been avoided but lives have been lengthened by the work of life companies.

"A third part of the social aspect is bequest insurance. There are fewer wealthy persons and may be still fewer than formerly and thus churches, schools, hospitals, fraternities and many other charitable foundations must look to the middle class for funds. Such persons do not have large accumulations of principal but they can, through life insurance, guarantee endowments by annual payments.

H. C. Fuller, Sr., Honored

At the closing meeting of the season, the Milwaukee C.L.U. chapter presented H. C. Fuller, Sr., of the Stamm agency Northwestern Mutual Life a testimonial signed by all C.L.U.'s in Milwaukee, in appreciation of his efforts in pioneer work and furthering the movement there. Mr. Fuller received his degree in 1934, is a past president of the Milwaukee chapter, and for five years has been active in its educational work and the life insurance course at the University of Wisconsin extension division there, conducting classes qualifying for Sections I and II.

Seattle Chapter Elects

W. Z. Robinson, Fidelity Mutual Life, was elected president of the Seattle C.L.U. chapter at its annual meeting, which was a gala affair for members and their wives, with a theater party following a banquet.

A. J. Quigley, Connecticut Mutual Life, was named vice-president, and R. H. Edmiston of the same company, William Livengood, Penn Mutual Life, H. E. Crowe, Northern Life, Everett, are new directors.

Hugh S. Bell, Equitable Life of Iowa, was the retiring president.

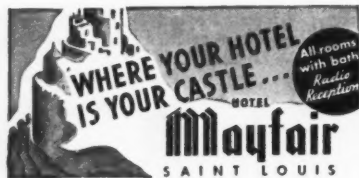
Huebner to Visit Coast

Dr. S. S. Huebner, president American College of Life Underwriters, is to address a luncheon meeting of the San Francisco Life Underwriters Association June 20. Following the meeting a regional conference of C.L.U.'s from seven cities and surrounding states will be held in San Francisco June 20-21.

Over 600 at Banquet

Approximately 600 agents of The Western & Southern Life met in Columbus, O., at a banquet, at which President Charles F. Williams called attention to the achievements of life insurance as a first line of national defense.

The Oregon Mutual Life has released a chart reflecting the improved financial status of policyholders, as well as the country at large. The graph shows a contraction of the policy loan figures since the 1933-34 peak.



ASSOCIATIONS

(CONTINUED FROM PAGE 20)

committeemen are: Gerald W. Page, California-Western States Life, and Rockwood Nelson, State Mutual of Worcester. The membership is confined to producers from the \$250,000 class to the \$999,000 class, and it is estimated the membership will exceed 40. The meetings will be educational.

Goldman Is Richmond President

Howard D. Goldman, of the W. T. Nolley agency of the Northwestern Mutual Life was elected president of the Richmond Association of Life Underwriters at its annual meeting. He has been first vice-president, E. D. Wilson, Mutual Life of New York, was named first vice-president; Wilson Anderson, Provident Mutual, second vice-president; R. McL. Frazer, Prudential, secretary-treasurer. Linwood Butterworth, the retiring president, reviewed activities of the past year. The association closed the year with membership 108. Mr. Butterworth was named chairman of the board. A. O. Swink, Atlantic Life, was chosen national executive committeeman. New directors are: W. A. Everiss, Fay F. Cline, G. T. Bryson and Jewel W. Tyson.

Eddleblute Denver President

DENVER—C. E. Eddleblute, general agent Penn Mutual was elected president of the Denver Association of Life Underwriters. The other new officers are: J. M. Caldwell, assistant general agent Aetna Life, first vice-president; A. K. Underwood, general agent for Lincoln National, second vice-president, Victor Nelson, superintendent Prudential, third vice-president, and Homer Talbot, Mutual Life of New York, secretary-treasurer.

Directors elected are: Bert H. McGhee, Colorado Life; J. F. La Plante, Metropolitan; W. L. Chase, Mutual of New York; D. M. Smith, Travelers; Emerson Carey, Jr., John Hancock. Milton Stenseth, manager Business Men's Assurance, was named state committeeman.

Estes Nominated in St. Louis

ST. LOUIS—Wellborn Estes, associate general agent Aetna Life, has been nominated for president of the Life Underwriters Association of St. Louis to succeed Fred T. Rench, general agent National Life of Vermont. The annual meeting will be held June 21 on the excursion steamer Admiral.

Other nominees are: First vice-president, L. S. Becker, general agent Lincoln National Life; second vice-president, W. J. Cusick, New York Life; directors, L. R. Scardamalia, G. H. Means, Henry McQuade, A. W. Green, C. H. Erickson and Mrs. Amelia I. Samuels.

Buffalo—Walter A. Schworm, Mutual Benefit Life, was elected president; Jack G. Castle, State Mutual, vice-president; Tower C. Snow, Penn Mutual, secretary, and Lewis C. Slesnick, Prudential, treasurer. Mr. Schworm succeeds Arthur L. Beck, National Life.

Mr. Schworm entered the business with Mutual Benefit in 1913 and has been with the company ever since.

Sidney Wertimer, past president, responded to Mr. Schworm's talk for the board and wished him success.

Mr. Schworm appointed Merle Smith chairman of a summer outing to be held at the Buffalo Canoe Club. Warren D.

Austin, Buffalo Life Managers Association, discussed plans for showing "The American Portrait" to clubs.

Past presidents of the Buffalo association were guests of honor at the dinner.

Richmond, Va.—W. T. Hackett, president of Heath Associates, Cincinnati, spoke. A number of trust company officers attended. Mr. Hackett stressed co-operating in the trusteeing of estates.

Lansing, Mich.—R. H. Moore, Ohio National Life, was elected president. He succeeds H. J. Henry, Aetna Life. Other new officers are: vice-president, C. E. Baker; secretary, F. J. Stringham; treasurer, S. S. Spurrell, and trustees, J. L. Morford and Mr. Henry.

N. E. Glassbrook, resident supervisor Ohio National Life central division, urged life men to help to replace "emotional, hysterical and mass thoughtlessness in these times" with "clear, practical thinking—with defined objectives in view."

H. C. Brogan, manager Lansing agencies Ohio National Life, reported on the state convention.

Tulsa, Okla.—Victor Hale was elected president at the annual meeting. Other new officers are R. J. Grimm, vice-president; Gale Bergman, treasurer; J. H. McGilless, secretary, and H. D. Emmert, G. C. White, M. P. Johnson, Frank Janakowsky, Gordon Tyler and Grover Monroe, directors.

Vincennes, Ind.—New officers are Hugh Willmore, National Life, president; M. F. Schenert, Prudential, vice-president, and Ralph Blevens, Massachusetts Protective, secretary. Directors are Mrs. Elma Frigge, New York Life; Charles Ealy, Ohio State Life; Everett Cooper, Metropolitan, and C. C. Gentry, Metropolitan.

Prof. J. S. Bryan, Indiana University, spoke on "Militant Selling," relating personal experiences he had as a broker in New York City. The next meeting will be Oct. 9.

Springfield, Mo.—New president is Charles K. Martin; first vice-president, W. L. Conrod; second vice-president, Normal S. Pierce. Directors: C. Alton Russell, C. D. Miller, I. V. Ewing, Paul B. Robb, Jas. S. Buckner.

Central Utah—At a meeting in Provo these officers were elected: President, J. C. Kindred, Metropolitan Life (re-elected); vice-president, E. J. Sumner, New York Life; secretary-treasurer, S. R. Sorenson, Beneficial Life; directors, L. C. Larsen, Metropolitan Life; Albert Kirkpatrick, Equitable Society; Harold Anderson, Beneficial Life; A. M. Jacobs, Pacific National Life, and Bennie Rosenbaum, Beneficial Life.

New Brunswick—At the annual sales congress, Frank Robinson, Montreal, manager Mutual Life of Canada, spoke on "Selling the Greatest Thing in the World."

A Gordon Nairn, field supervisor Canadian Life Underwriters Association, also spoke and showed the film, "Yours Truly, Ed Graham."

Indianapolis—M. Albert Linton, president Provident Mutual Life, will address an audience of business men in Indianapolis June 14 on "Capitalism vs. Dictatorship—Which Road Shall We Take?" The chamber of commerce is cooperating with the local association in sponsoring the meeting.

Columbus, O.—Grant L. Hill, director of agencies Northwestern Mutual Life, will speak Friday. This will be the last meeting until fall.

Manitowoc, Wis.—Newly elected officers are: C. A. Randolph, Northwestern

Mutual, president; Irwin Dalton, Aetna, vice-president; John Foley, Metropolitan, secretary; A. Vandersteen, Prudential, treasurer; F. H. Planting, Prudential, retiring president, director; Elmer Bleser, Connecticut General, retiring vice-president, national committeeman.

Des Moines—C. Petrus Peterson, general counsel Bankers Life of Nebraska, will speak at the annual meeting June 11.

Victoria, B. C.—M. L. McPhail, manager Imperial Life, St. John, N. B., president of the Canadian association, stressed the importance of life insurance to the modern social and economic structure.

Birmingham, Ala.—The annual meeting will be held June 20.

Los Angeles—President Leon A. Soper has named a nominating committee to report at the annual meeting. Henry C. Mosler, chairman Million Dollar Round Table, is chairman.

Twenty-five members went to Fullerton, Cal., with the Southern California Caravan under the leadership of Walter J. Stoessel, general agent National Life of Vermont, and participated in a dinner meeting there of the Orange County association.

The Caravan will go to Santa Barbara on June 20 as guests of the Santa Barbara-Ventura association.

Orange County, Cal.—A. W. Robinson, Metropolitan Life, was named president; Worth Babbitt, Massachusetts Mutual Life, vice-president, and G. J. Gilbert, Lincoln National, secretary-treasurer. Directors are: R. H. Winckler, Northwestern Mutual; T. J. Hunter, Equitable Society; Blanche Brown, Pacific Mutual; F. C. Rowland, Northwestern Mutual, and M. B. Youell, New England Mutual.

Fort Wayne, Ind.—Succeeding B. P. Stonicer, Equitable Life, who was presented with a plaque in recognition of his services by V. J. Harrold, national committeeman. Other new officers are: Fred Porter, New York Life, vice-president; Kenneth Summers, Metropolitan, secretary; Marcus Knoblauch, Connecticut General, treasurer; and Harry Wilkinson, Metropolitan, and K. V. Eckhart, Western & Southern, directors.

Peoria, Ill.—Walter I. Miller, trust officer Commercial Merchants bank of Peoria, discussed insurance problems affecting trust departments. F. J. Manning, Metropolitan Life, was elected president, succeeding F. A. Schnell, Penn Mutual. Other new officers are: F. E. Cavette, Massachusetts Mutual, first vice-president; F. A. Gordon, Union Central Life, second vice-president, and John Reno, Equitable Society, secretary-treasurer. Mr. Schnell was named national committeeman.

Tyler, Tex.—Ed Harris is the new president; D. J. Liggett of Tyler, Leon Northcutt of Longview, Ted Hudson of Henderson and J. P. Duncan of Marshall, vice-presidents; Bud Price, Tyler, secretary.

Fort Worth—Nort S. Longabaugh is named president; L. R. Cook, vice-president and W. A. Farham, secretary.

Jonesboro, Ark.—At the June meeting W. H. Andrews, Jr., of Greensboro, N. C., was endorsed for national trustee.

John Hansen, former head of the F. B. I. in Los Angeles, but now in private business, addressed the Los Angeles Life & Accident Claim Association.

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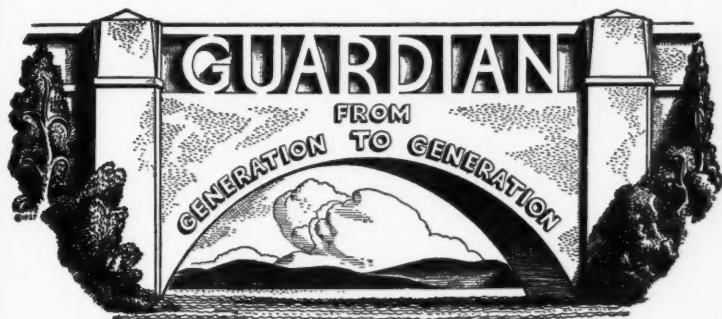
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HOME OFFICE • DES MOINES



This is the male chorus of Northwestern Mutual Life. It was heard for the first time by Northwestern agents at the convention last July. Its second annual con-

cert was given recently at the Shorewood High School auditorium. The agents of Northwestern were entertained by the chorus last year.



This is a group of 28 representatives of Southwestern Life that attended an intensive study course over a period of a week at the head office. This is part of the company's systematic program of training. In order to be privileged to attend, the producers must meet certain qualifications. Standing in the background are: Arthur C. Coburn, vice-president; C. F. O'Donnell, president, and Ben H. Williams, sales director.



A. L. Dern, vice-president and agency director, and Arthur F. Hall, chairman of Lincoln National Life, inspect the results of the campaign in honor of Mr. Hall's 35th year as head of the company. Each rose represents an actual application written during May. Number of applications submitted during the month increased 9 percent over the same month last year. The volume of business written increased 5.7 percent.



The Equitable Society dedicated its new western division building in Chicago with President T. I. Parkinson and a number of home office men present. All agencies and departments in Chicago are now consolidated here.



The Life & Casualty of Tennessee held its annual convention in Havana. Before sailing from Tampa, Fla., this picture was taken showing the convention winners, their wives and the following home office executives and their wives:

J. E. Acuff, executive vice-president; C. M. Herron and W. V. Walker, vice-presidents; Guilford Dudley, Jr., vice-president and manager ordinary department, and Otis P. Grant, personnel director.